26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION NOVEMBER 5, 1956 35¢ PER COPY

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60 seconds is all it takes...

14,528,777 radio sets were made last year—an average of 119 sets every 60 seconds of every working day. Clearly, people buy those sets because they *want* them. Millions *like* radio, they *like* to listen to it and can thus be reached effectively and economically by radio advertisers.

Spot Radio costs less to reach more consumers, whoever they are, whenever and wherever you like.

And, 60 seconds is all it takes.

WSB ..... Atlanta
WGN* ..... Chicago
WFAA ..... Dallas-Fort Worth
WIKK ..... Erie
KPRC ..... Houston
WJIM ..... Lansing
KARK ..... Little Rock
WISN ..... Milwaukee
KSTP ..... Minneapolis-St. Paul
WTAR ..... Norfolk
WIP ..... Philadelphia
WRNL ..... Richmond
KCRA ..... Sacramento
WOAI ..... San Antonio
KFMB ..... San Diego
KMA ..... Shenandoah
KTBS ..... Shreveport
WNDU ..... South Bend
KVOO ..... Tulsa

Texas Quality Network

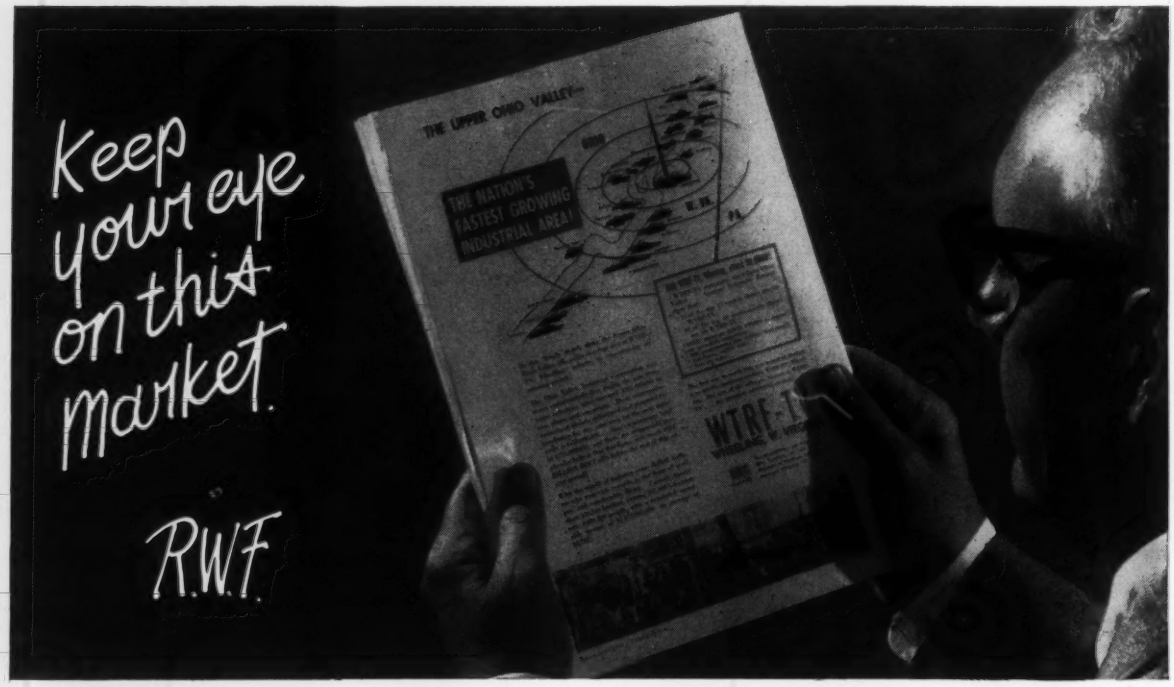
*West Coast

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



THE WHEELING MARKET IS ONE OF THE FASTEST GROWING MARKETS IN AMERICA!

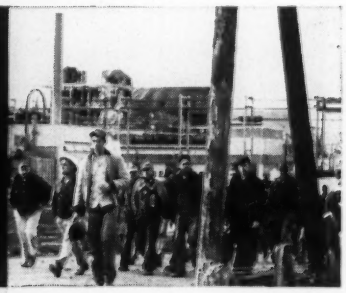
Take a good long look at this important Wheeling market. Many of America's leading industries have—and liked what they saw. That's why they are investing 450 MILLION DOLLARS in proposed expenditures for the next 3 years.

When you do take that long look you will find that the most economical and most effective way of reaching the 1,409,300 people in the upper Ohio valley, having an annual income of TWO BILLION DOLLARS. is via WTRF-TV, Wheeling, W. Va. In audience—in Power—in Promotion—WTRF-TV dominates. Rates, availabilities and market data on request.

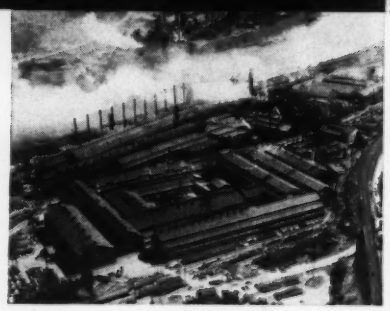
Leader Again

Sept. Pulse results, Official Wheeling Metropolitan Area, show the following for 176 quarter hour nighttime periods, seven days a week:

WTRF-TV leads in 116.
WTRF-TV ties in five.
Market "competitor" tops in only 55.



For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777

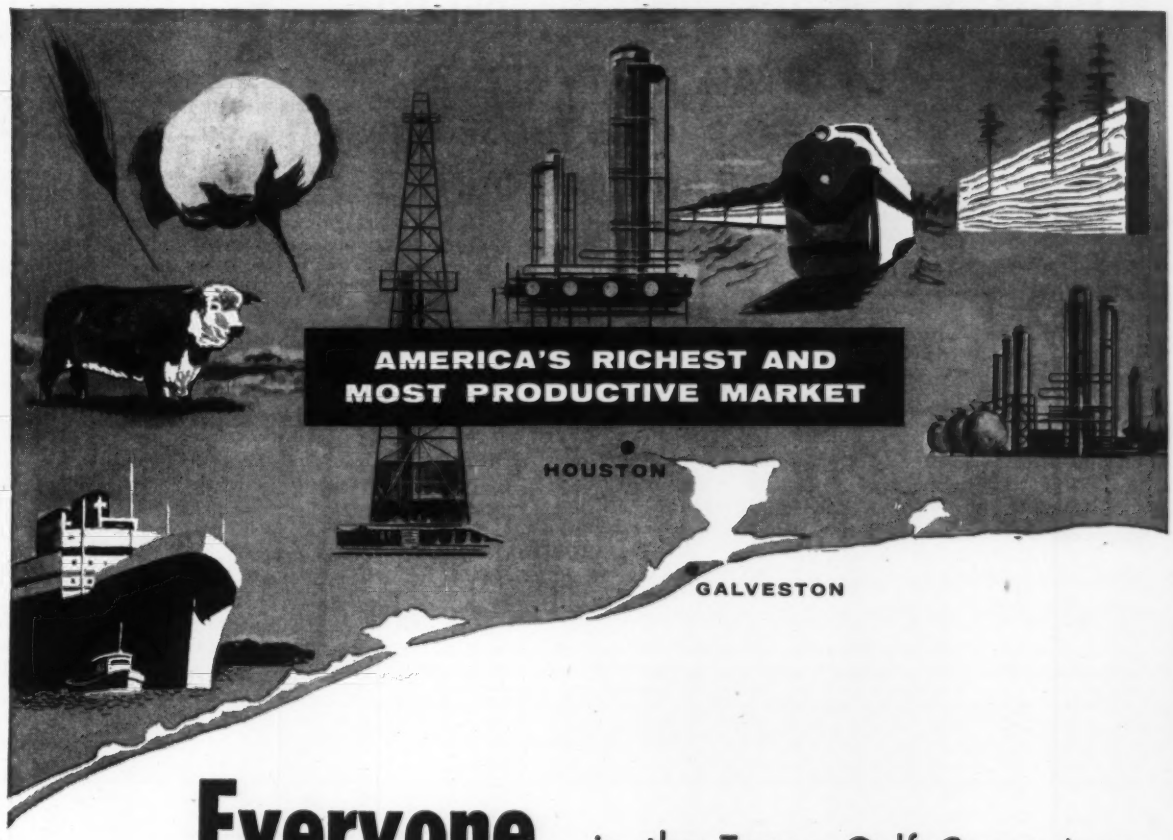


NBC

316,000 watts

Equipped for network color

reaching a market that's reaching new importance!



Everyone...in the Texas Gulf Coast Area

is sold on KGUL-TV

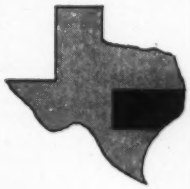
The only station that delivers a primary city signal to Galveston and Houston.

KGUL-TV is top preference in prime time* with the most popular nighttime program, the largest average audience and the highest number of quarter hour firsts.

(Source: ARB, July, 1956, 7 days, 6 P. M. Midnight)*

1/4 OF TEXAS

¼ of all Texas buying income, over 600,000 families with 475,000 television sets, make up the rich Gulf Coast Area, including Galveston and Houston.



Charted in proportion to effective buying income for counties included in KGUL-TV's coverage area.

kgul TV

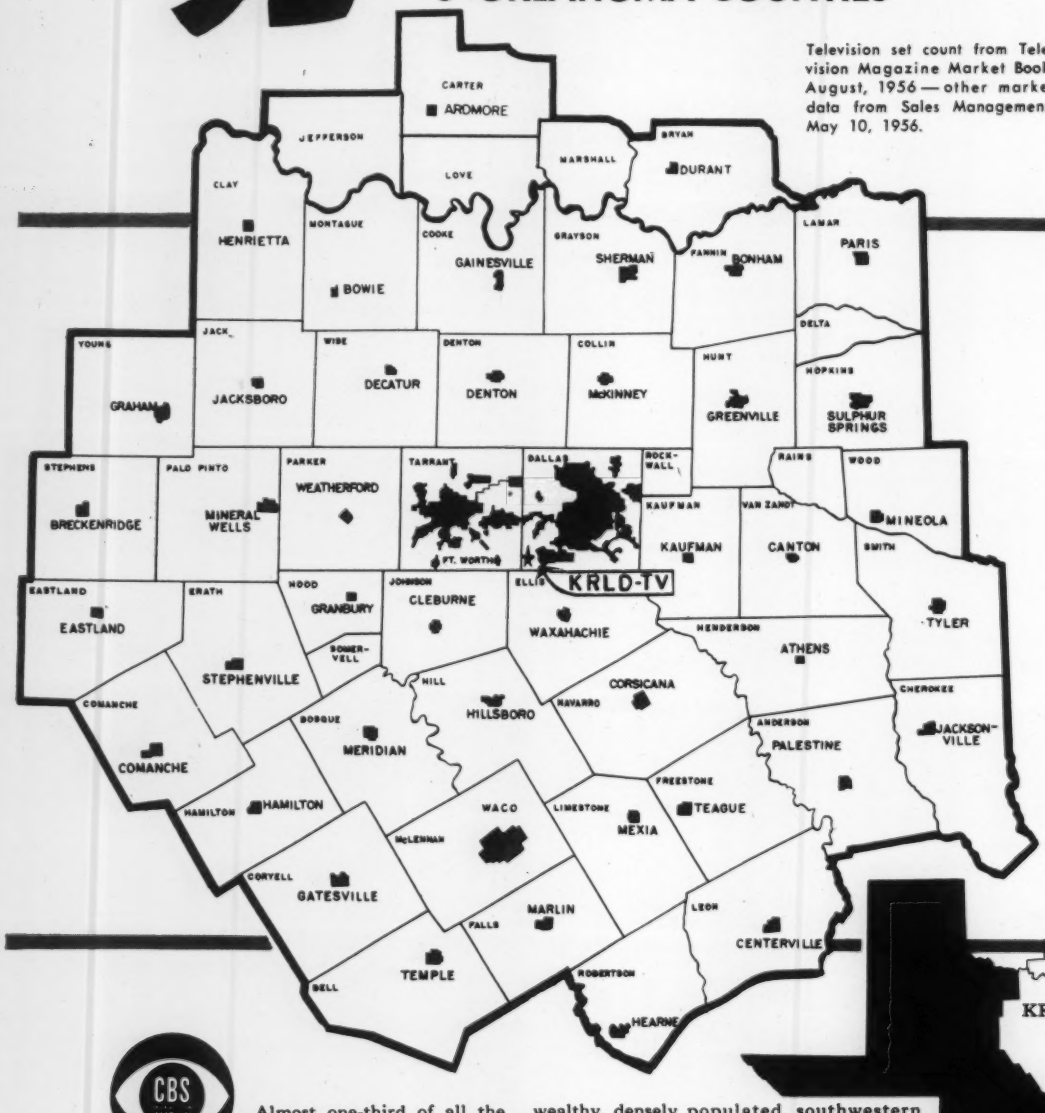
GALVESTON, TEXAS

Represented Nationally by CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV's 52-COUNTY MARKET HAS 32% OF ALL THE TV SETS IN TEXAS – PLUS THOSE IN 5 OKLAHOMA COUNTIES

Television set count from Television Magazine Market Book, August, 1956 — other market data from Sales Management, May 10, 1956.



Almost one-third of all the TV sets in Texas are in the vast 52-county KRLD-TV market. When you add the sets in the 5 Oklahoma counties, within this area, you find a total of 558,410 sets. 2,616,300 people reside here and have annual effective buying income of $3,885,816,000.00. To sell this wealthy, densely populated, southwestern market, any advertiser must FIRST look to KRLD-TV, Channel 4, Dallas, as the basic, primary advertising medium. KRLD-TV, telecasting with MAXIMUM POWER from the top of Texas' tallest tower, *gives you more coverage than any other Texas TV station.*

The Biggest Buy in the Biggest Market in the Biggest State

KRLD-TV Channel 4 Dallas

TEXAS' TALLEST TOWER - 1521 FEET

Owners & operators of KRLD — the only full-time 50,000 watt radio station in the Dallas-Fort Worth area — The Dallas Times Herald Station, Herald Square, Dallas.

JOHN W. RUNYON — *Chairman of the Board*
CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit.

NO CONTEST • Reports current last week of imminent proxy fight over control of American Broadcasting-Paramount Theatres were flatly denied in responsible quarters. One report was that Edward J. Noble, chairman of finance committee and largest single stockholder (roughly $16 million worth) would mount proxy battle because of purported dissatisfaction with recent reorganization moves precipitated by President Leonard H. Goldenson and motion picture exhibitor members of board, who out-numbered so-called broadcast members 13-4, prior to resignation last month of Robert E. Kintner, who joins NBC as executive vice president without portfolio. (See story page 27.)

B•T

WHILE it's no secret that Mr. Noble, who sold network control to United Paramount Theatres three years ago, was upset over recent reorganization, it's reliably stated that he has been placated and will now pitch in on campaign to make ABC "top network." It's believed that reports of proxy fight emanated from decline suffered by AB-PT stock, along with market generally, early last week as result of Middle East and European developments.

B•T

RATINGS RISE • What happens to ratings when radio station drops network service? To judge by very preliminary reports from some of Westinghouse Broadcasting Co. stations which left NBC, ratings go up. WBC officials say it's too early for definite results to show, but indications are radio ratings on whole will be increased by independent programming.

B•T

ALTHOUGH reluctant to hang out SRO sign lest they discourage future business, good proportion of Los Angeles stations are tight as drum on availabilities for rest of November. National advertisers are waiving conventional requirement of 30 minute separation between spots for similar products and are not concerned about merchandising or other bonus features as long as they get on air, some stations report. Auto accounts are getting five minute spacing.

B•T

KDWI-TV SOLD • Agreement to sell ch. 9 KDWI-TV Tucson for in excess of half-million dollars has been signed by Dr. D. W. Ingram and Mrs. Ingram, owners and founders of station which began operation last June. Purchasers include H. U. Garrett, of Longwood, Tex., president of Garrett Oil Tools Inc., subsidiary of U. S. Industries Co., Taylor Milton, Garrett oil official, and Tom E. Foster and his son, Talbert, owners of KDET Center, Texas. Ingrams would receive $506,350 for property, exclusive of studio building valued at $100,000, which would be leased to buyers. Ingrams also would receive 5% paid-up interest in new corporation. Dr. Ingram's health, it's understood, is given as primary reason for sale, with transfer papers to be filed by Edward P. Morgan of law firm of Welch, Mott & Morgan, Washington.

B•T

BLACKBURN-HAMILTON, media brokers, announces completion of negotiations for sale of WCTC New Brunswick, N. J., to Herbert Scott, owner of WPAZ Pottsdam, N. Y., and associates, for $200,000. James Howe is 51% owner of WCTC and 100% of stock is involved. B-H also announced sale of KWRN Reno, Nev., by Franz Robischon to syndicate of three Los Angeles men for $40,000. Buyers are James Hadlock, head of Hadlock & Assoc., Los Angeles advertising agency, and Gerald Simons and William Welch.

B•T

SPECIAL SESSION • FCC holding special meeting today (Monday) on several significant items. Among them: (1) What to do about Appendix A of June 25 report on uhf-vhf allocations. Appendix A contained new technical formulae for computing coverage and has been under attack by engineers as unrealistic. Best guess is Commission will recall Appendix A, permit computations to be made on formulae now in rules or on actual measurements. FCC also expected to extend deadline for comments on 13 deintermixture cases to Dec. 15 (from Nov. 15) to enable engineers to properly present their findings. (2) What to do about KOB Albuquerque, N. M., in light of court order to do something by Nov. 27 since station has been operating on 770 kc since 1941. FCC is considering assigning KOB to 770 kc, 1030 kc or another clear channel—either through application processes or its own order. Interwoven in KOB case is whole Clear Channel issue passed over last week. (see page 78).

B•T

FCC has scheduled regular weekly meeting for Thursday this week, instead of usual Wednesday session. Understood fact Wednesday is day after Election Day, when party stalwarts stick with radio and tv to bitter end, may have something to do with change.

B•T

RADIO TEST TUBE • KFWB Los Angeles will be proving grounds for "cross-polinization" communication concept developed by Paul C. Smith for rejuvenated Crowell-Collier empire. With Vice President Robert M. Purcell at helm, KFWB will test practicability of idea exchange among all C-C media before it is applied to other newly acquired radio-tv properties. Mr. Smith will be in Hollywood next week end to review plans.

B•T

U. S. TIME Corp. (self winding and waterproof watches), New York, found results of three-week sponsorship of Steve Allen Show *(NBC-TV, Sun., 8-9 p.m.) so impressive that it has signed up for alternate-week one-third sponsorship of show throughout 1957, effective Jan. 13. John Cameron Swayze will continue to do U. S. Time commercials.*

B•T

DOUBLE DEDICATION • Although WCKT (TV) Miami has been on air since July 21, its formal dedication will take place weekend of Nov. 9 with most of Florida's congressional delegation, state and local dignitaries and perhaps several members of FCC to participate. Ch. 7 outlet, owned by Cox-Knight interests and Niles Trammell, former NBC president, who is president general-manager, also will have second "dedication" in mid-December during NBC's 30th anniversary convention of owners and executives of its affiliated radio and tv stations. Understood Comrs. John C. Doerfer and Robert E. Lee will attend Nov. 9 event, with Chairman George C. McConnaughey and Comr. Richard A. Mack probable. Comrs. Rosel H. Hyde, Robert T. Bartley and T. A. M. Craven declined presumably because of previous commitments.

B•T

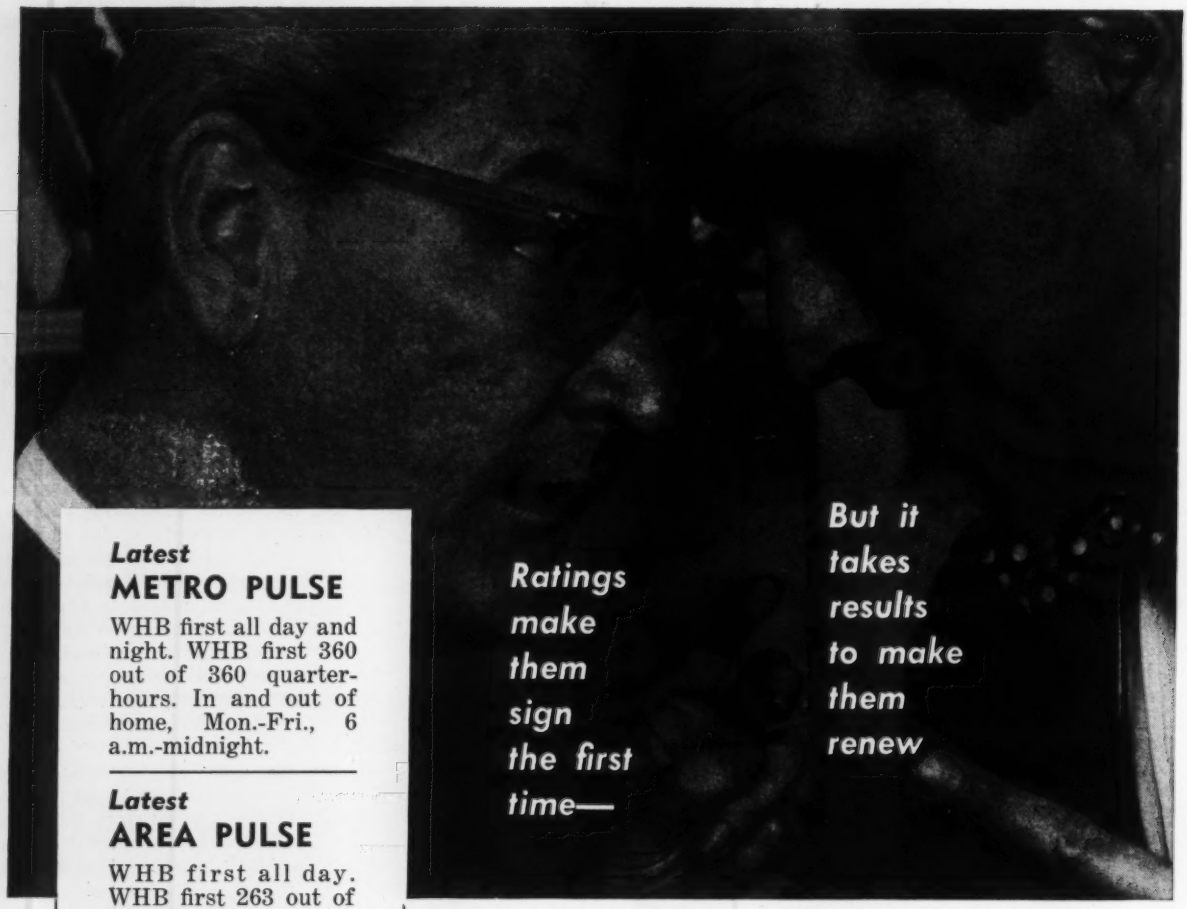
WHAT'S Television Allocation Study Organization going to do about executive director to head up "crash' uhf research program, now that Arthur V. Loughran, IRE president and former research chief of Hazeltine, turned down $25,000 offer? There's some hope Mr. Loughran can be persuaded to reconsider, but TASO group is drawing up list of new names for consideration.

B•T

MORE QUESTIONNAIRES • Four special television questionnaires from FCC Network Study Staff are in works and to date one has received official Budget Bureau clearance—that to tv stations. Others awaiting clearance are to advertising agencies, station representatives and program packagers. Presumably staff wants to supplement information received in conferences with various entities by getting detailed information on costs, methods, clearances and restrictions.

B•T

LEVER BROS. (Whisk liquid cleanser), N. Y., is preparing radio-tv spot announcement campaign to start early in January in markets not covered previously and where distribution has started. Firm had been advertising in New England and Midwest. BBDO, N. Y., is agency.



Latest
METRO PULSE

WHB first all day and night. WHB first 360 out of 360 quarter-hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

Latest
AREA PULSE

WHB first all day. WHB first 263 out of 288 quarter-hours. 25 second place ¼'s, none lower. Mon.-Sat., 6 a.m.-midnight.

Latest
AREA NIELSEN

WHB first all day and night, with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

Latest
HOOPER

WHB first all day with 45.6% of audience. Mon.-Fri., 7 a.m.-6 p.m.; Sat., 8 a.m.-6 p.m.

at WHB... 87% renewal

87% of WHB's 40 largest billing local accounts in 1955 . . . have renewed in 1956 . . . with several contracts yet to come up for renewal! Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station music, news and ideas attract tremendous audiences—which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's *results* station. So much so, that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the men from **Blair,** or WHB General Manager, **George W. Armstrong.**

WHB

10,000 watts—710 kcs.
Kansas City, Missouri

THE STORZ STATIONS
Today's Radio for Today's Selling

President:
TODD STORZ

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami

Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans

Represented by Adam Young Inc.

at deadline

$4,522,000 Being Spent on Tv In Elections, Says Senate Group

ESTIMATED $4,522,000 is being spent on television in 1956 in behalf of candidates for President, Vice President and U. S. Senate, according to report being issued today (Mon.) by Senate Elections Subcommittee headed by Sen. Albert Gore (D-Tenn.) which has been investigating campaign spending.

Estimates are based on actual tv expenditures from Sept. 1-Oct. 21, as reported by tv networks and 85% of 469 U. S. tv outlets questioned by Senate unit, plus commitments listed by networks and estimates by stations on costs of political tv time from Oct. 22-Nov. 5.

Subcommittee in its interim report said its figures do not appear to confirm "widely held belief that tv costs in 1956 would soar to unprecedented heights," and named three factors it felt possibly held tv costs down: (1) use of less expensive 5-minute tv spots, (2) network efforts to get parties to order time early to avoid pre-emption costs and (3) price concession by networks enabling parties to buy 5-minute tv spots at one sixth of half-hour rate.

Five-minute tv spot was described as "principal innovation" in tv during campaign and report noted Democrats spent $557,000 for such spots through Oct. 21, or $22,000 more than it spent on regular programs during period.

Report said Democrats through Oct. 21 spent $1,092,000 on tv time, plus $70,000 on production-pre-emptions for total of $1,162,000. GOP spent $1,090,000 on tv time, plus $176,000 on production-pre-emptions for $1,266,000 total. Both parties spent total of $2,428,000.

Estimates and commitments for Oct. 22-Nov. 5 period indicates Democrats will spend $684,000 for tv time, plus $32,000 production costs for $716,000 total. Republicans will spend $1,321,000 on tv time, plus $57,000 in production-pre-emption costs for $1,378,000 total. Both parties will spend total of $2,094,000 for tv during latter period.

Senate unit expected to mail questionnaire after election to nation's broadcast stations to determine expenditures on behalf of same candidates for network and local radio.

Daytimers Denied

REQUESTS by daytime stations to operate after sundown on election day, Nov. 6 (tomorrow), were being denied by FCC last week, without exception, almost as quickly as they were being received. More than 50 such requests were received by Commission. In rejecting bids for extended operation, Commission said that its rules no longer permit daytime stations to operate beyond hours specified in their licenses.

Networks Reject GOP Bid For Answer to an Answer

ABC, CBS, MBS and NBC Friday rejected Republican Chairman Leonard Hall's request for time to answer Democratic nominee Adlai Stevenson's Thursday broadcast-telecast. Mr. Stevenson had been granted free time on all networks as consequence of President Eisenhower's all-network appearance to discuss international crisis Wednesday night (see story page 54).

CBS Inc. President Frank Stanton wired Mr. Hall late Friday that CBS could not grant his request because (1) equal-time law applies to candidates, not to parties or party spokesmen other than candidates, and (2) it was President Eisenhower's talk which itself gave rise to Mr. Stevenson's free-time appearance. For ABC, John Charles Daly Jr., vice president for news, special events, sports, and public affairs, notified Mr. Hall that FCC's failure to rule whether Mr. Stevenson was entitled to equal time, coupled with fact that only four days remained before elections, left ABC no choice but to grant Stevenson request for Thursday night time. "In the absence of any ruling that Mr. Stevenson was not entitled to equivalent time to that given to President Eisenhower," Mr. Daly concluded, "ABC must regretfully decline your request." Mutual's action was understood to be on grounds that score was evened when Mutual, having carried President Eisenhower, also carried Mr. Stevenson.

NBC was reported as wiring FCC for a ruling on the new request but FCC sources, reached late Friday, said they had received no wire from NBC or anyone else when Commission closed at 5 p.m.

New round of minor party broadcasts in answer to President's Oct. 31 all-network address, was slated over weekend. Radio and tv networks alloted time (15 minutes each) to Darlington Hoopes, Socialist Party nominee; Farrell Dobbs, Socialist Workers Party; Eric Haas, Socialist Labor Party, and T. Coleman Andrews, independent candidate.

NBC Puts $3.5 Million Into Color Expansion

NBC to announce today (Mon.) new $3.5 million color tv facility expansion program in New York and Hollywood, to prepare way for anticipated goal, according to NBC President Robert W. Sarnoff, of two major color tv programs on network each weeknight during next season (1957-58).

New expansion includes color conversion of Studio 8-H, Radio City's largest facility, and remodeling of Colonial Theatre (NBC's first major color studio in New York) for broader use as audience studio, both in New York; modification of Studio 3 for color via mobile unit and expansion of color film chains at Burbank, Calif., and additional film studio at NBC's facilities at Radio City, New York, including four RCA color film chains. New color project was approved Friday by NBC Board.

DuMont Loses $923,500

LOSS of $923,500 for nine months ended last Sept. 30 after tax carryback credit of $1,209,500, reported Friday by Allen B. DuMont Labs. This compared to loss of $2,019,000 for comparable period ended Oct. 9, 1955. Sales for nine months dropped from $51,964,000 level of last year to $34,490,000 this year.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

ZANE GREY FOR FORD • Ford Div. (Ford cars), Dearborn, Mich., has allocated its advertising budget, which had been sponsoring *Ford Star Jubilee*, once-a-month-90 minute CBS-TV show, to alternate week sponsorship of *Zane Grey* on CBS-TV, Fri., 8:30-9 p.m. J. Walter Thompson Co., N. Y., is agency.

CIGARS IN SPRING • G. H. P. Cigar Co. (La Palina cigars), N. Y., considering spring radio campaign using sports shows in about five markets. Norman, Craig & Kummel, N. Y., is agency.

SAT. EVE. POST BUY • *Saturday Evening Post* planning to promote article on Walt Disney in three-day—Nov. 13, 14, 15—radio spot announcement campaign on its regular list, through BBDO, N. Y.

GAMES ON TV • Selchow & Righter (Parcheesi and Scrabble), N. Y., placing one-minute tv commercials five times weekly in 20 markets, Nov. 19 through Christmas. Agency: Norman, Craig & Kummel, N. Y.

PAN AM SPONSORS • Pan American World Airways, N. Y., will sponsor NBC-TV's *NBC News* (Mon.-Fri., 7:45-8 p.m. EST) on alternate Tues., starting Jan. 1. Agency: J. Walter Thompson Co., N. Y.

CHOO-CHOO JINGLES • Union Pacific Railroad, in wake of radio jingle success of Southern Pacific Railroad, plans radio jingle campaign in its service area. Caples Co., L. A., and Gillham Adv. (in Salt Lake area) are agencies. Keva Marcus produced jingles.

FISHER NAMED • Famous Brands (L. Sterns roquefort cheese dressing), Muskegon, Mich., appoints M. M. Fisher Assoc., Chicago, to handle advertising. Spot radio-tv being used in few markets on test basis.

EASY TO LUDGIN • Easy Div. (washing machines), Murray Corp. of America, N. Y., appoints Earle Ludgin & Co., Chicago.

HOUSTON GETS 'NEWSWEEK' • *Newsweek* magazine, N. Y., has named Bryan Houston Inc., N. Y., to handle advertising [B•T, Oct. 29], effective Jan. 1.

Livingston Named NBC V. P.

ELECTION of Alan W. Livingston, head of NBC-TV programs originating from Pacific Div., to vice president, tv network programs, Pacific Div., is being announced today (Mon.) by Thomas A. McAvity, NBC executive vice president for tv network programs and sales.

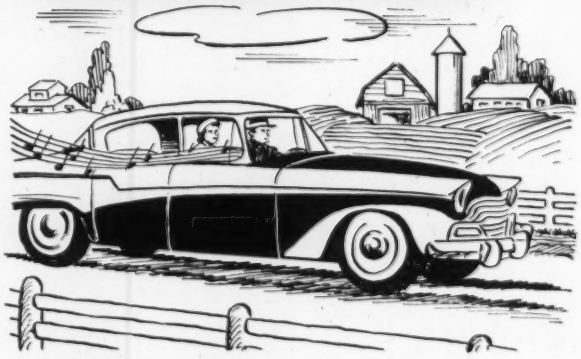
Mr. Livingston left Capitol Records last spring as executive vice president and member of board to join NBC as president of NBC's subsidiary California National Productions. He assumed program post with Pacific Div. last month [B•T, Oct. 15].

MEREDITH STATIONS ARE

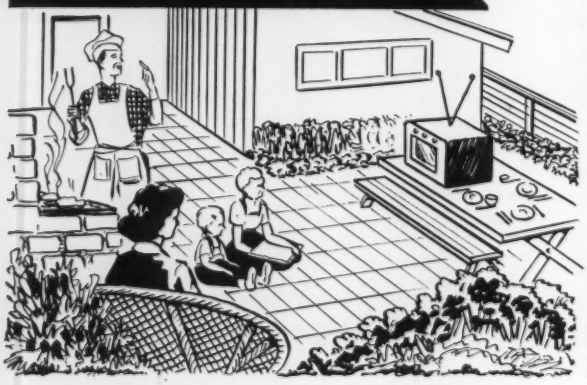
"One Of The Family"

In a game room in KANSAS CITY

In a car near OMAHA



On a patio in PHOENIX



In a kitchen in SYRACUSE

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

at deadline

NARTB's Bee Arney Dies in California

C. E. (BEE) ARNEY, 65, who retired in June as secretary-treasurer of NARTB, died Thursday night of causes not immediately disclosed while visiting daughter in Bakersfield, Calif. He joined NARTB as assistant to president in 1940 and became secretary-treasurer in 1943. Mr. Arney was feted by testimonial dinner June 22 during NARTB board meeting in Washington.

Native of Idaho Falls, Idaho, Mr. Arney entered broadcasting in 1926 with play-by-play football broadcasts on KPQ Seattle, joined KOL Seattle as newscaster-commentator in 1932 and moved to KOMO and KJR Seattle as public relations director in 1935, where he organized Washington Radio Forum, citizens group interested in political matters. He earlier had served in World War I as assistant counsel on U. S. Shipping Board Emergency Fleet Corp., later as assistant manager of Seattle Chamber of Commerce, followed by nine years as executive secretary of Washington State Taxpayers Assn.

Funeral services were to be held at Butterworth Mortuary, Seattle, today (Mon.). Survivors are J. Ward Arney, brother, and Mrs. Norris Benson, daughter, both Coeur d'Alene, Idaho, and Mrs. C. W. Stephenson, daughter, Bakersfield.

Everett Revercomb, who succeeded Mr. Arney as NARTB secretary-treasurer, will attend funeral for NARTB. Howard Lane, KOIN-TV Portland, will attend for NARTB board.

Radio Research Unit Named

NARTB's Radio Research Committee has named subcommittee to study past and present radio research methods and to outline procedure which may be used as all-industry standard. Subcommittee was asked to report findings in January in time for submission to February session of NARTB Radio Board of Directors. Subcommittee headed by E. K. Hartenbower, KCMO Kansas City, Mo. (also chairman of full committee), and includes Dean Shaffner, ABC; Harper Carraine, CBS; Richard Puff, MBS; James Cornell, NBC; Daniel Denenholz, Katz Agency, and Richard M. Allerton, NARTB research manager. Committee, meeting in New York, also urged Census Bureau to include in 1960 census questions to determine number of radio sets in homes and where they are located, also number of car radios. There has been report Census Bureau thinking of eliminating radio set question from 1960 census on ground saturation had been reached [B•T, Oct. 29].

Houston, SLM Enter Pact

EAST-WEST reciprocal servicing arrangement has been made by Bryan Houston Inc., New York, and Stromberger, Lavene, McKenzie, Los Angeles, it was announced late Friday by William R. Hillenbrand, president of Houston, and Ted Stromberger, president of SLM. Both said they thought move should "be equally rewarding for both agencies and their clients."

CAKES RISING

AMONG Chicago area servicemen, "let 'em eat cake" is practical suggestion. Chicago USO has found itself with 2,000 cakes on hand—result of radio appeal begun last September. Several local stations carried appeal that month, and WIND kept it up through October. Friday USO asked WIND to quit after 500 cakes arrived in two days.

Richfield Oil Sues Lewis, Asks $7 Million for Libel

RICHFIELD Oil Corp., Los Angeles, filed $7 million libel suit against MBS commentator Fulton Lewis jr. in Washington federal court Friday. Richfield alleged Lewis made "false, malicious and defamatory" statements about oil company's position on California conservation referendum. Named with Lewis were MBS and WGMS Washington. Mr. Lewis said suit was "an obvious attempt . . . to punish and silence me." He said he was instructing attorney to file $500,000 counter-claim against Richfield for attacking "my honor, my veracity and my professional competence as a reporter." Last month, Richfield was object of attack by California group which claimed oil company's newscasts and commercials on NBC western network were propaganda on conservation referendum. FCC informed group, after petition, that it had determined NBC had taken responsible steps to ensure fair presentations and that no action against stations seemed indicated.

Loew's Closes Deal For Share in KMGM-TV

LOEW'S Inc. has acquired 25% ownership of third television station with purchase of capital stock interest in KMGM-TV Minneapolis. Loew's also has signed agreement to lease Metro-Goldwyn-Mayer's pre-1949 library of more than 700 films to KMGM-TV.

Negotiations on transactions with KMGM-TV were conducted by Charles C. (Bud) Barry, vice president in charge of Loew's Television division; George Muchnic, vice president of Loew's International, and Sy Weintraub, president of United Television Inc., owners of station. Other tv outlets in which Loew's has obtained 25% stock interest are KTTV (TV) Los Angeles and KTVR (TV) Denver. Only last August Loew's asked FCC to stop Minneapolis outlet from using KMGM call. Commission refused on ground this was private matter to be settled outside FCC. KMGM-TV was formerly KEYD-TV.

Nimmons Leaves WFAA-TV

RALPH NIMMONS, manager of WFAA-TV Dallas, has resigned, it was announced by Alex Keese, director of WFAA radio-tv operations. Mr. Nimmons has been WFAA-TV head since December 1950. He plans Mexico vacation, has not announced future plans.

PEOPLE

GEN. WALTER BEDELL SMITH, member of RCA board, elected member of board of NBC, Brig. Gen. David Sarnoff, RCA board chairman, announced Friday following regular NBC board meeting. As board member, Gen. Smith succeeds **SYLVESTER L. (PAT) WEAVER Jr.,** former board chairman, who resigned two months ago [B•T, Sept. 10].

JOSEPH W. BECK, executive vice president and treasurer, Scheideler & Beck, N. Y., is joining Kelly Smith Co., newspaper representative, N. Y., in executive position effective Nov. 12. Mr. Beck prior to five years with S&B was with Duane Jones and Federal Agency.

PETER STERNE, assistant producer, KNXT (TV) Los Angeles, to ABC-TV Western Div. as assistant production coordinator. **WILLIAM W. EDWARDS** joins ABC-TV Los Angeles as assistant network film director.

ANPA Study Attacks Attentiveness of Day Viewers

NEW STUDY of tv daytime audience now being circulated by American Newspaper Publishers Assn.'s Bureau of Adv. claims few housewives actually watch or "listen" to tv in daytime although sets are in use. Report by ANPA is based on findings made for bureau by C. E. Hooper Inc.

Without direct comment on newly-released study (today), Television Bureau of Adv. asserted Friday there's much evidence to contrary. It cited surveys made by A. C. Nielsen and American Research Bureau, each finding less than 5% difference between homes tuned in and homes watching, and Procter & Gamble's evaluation via its agencies of daytime tv. The latter, though not made public, apparently satisfied firm because it now sponsors 13 hours per week of nine daytime tv shows (as of September), P & G's all-time high. TvB only recently warned members: "Newspapers apparently delight in reporting studies . . . purporting to show fantastic differences between tuning and viewing."

Newspaper survey purports to show nearly half (46.3%) of housewives in homes with tv sets in use were not in same room with set; one-sixth (12.9%) were engaged in other activities and that three-fourths were not watching sets during daytime although receivers were in use (that is, not giving "undivided attention"). Study was conducted during February and March of this year via coincidental telephone survey in six major markets (New York, Atlanta, Dallas-Ft. Worth, Syracuse, Milwaukee, San Francisco).

McC Approves TASO Plan

ENDORSEMENT of objectives of Television Allocations Study Organization given by FCC Chairman George McConnaughey at meeting with three-member TASO committee and Comr. T. A. M. Craven, it was announced Friday. Objectives, agreed on at Oct. 23 TASO board meeting [B•T, Oct. 29], emphasize development of technical facts for use by FCC in determining approach to tv allocation problem, agreement that TASO will not become involved in product research, economic or sociological aspects. TASO subcommittee meeting with FCC officials comprised William L. Reynolds, RETMA; John S. Hayes (WTOP-TV Washington) Assn. of Maximum Service Telecasters, and William L. Putnam (WWLP [TV] Springfield, Mass.), Committee for Competitive Tv. TASO board scheduled to meet Nov. 9 in Washington.

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*Reg. U. S. Patent Office

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Daytime minutes—Live or Film

This new feature film program, with the RKO package as the basis, offers first run films to San Antonio's tremendous daytime audience.

And at a time when they'll be able to devote full attention to it . . . noon to 1:30 p.m., Mondays through Fridays.

And your clients will like the price of this tasty buy . . . full minute participations, either live or film, take the Class C rate.

So contact Peters, Griffin, Woodward, Inc., to find out more about this opportunity to participate in San Antonio in first run "MOVIETIME U.S.A." . . . Hurry!

KENS-TV
EXPRESS-NEWS STATION
5
SAN ANTONIO, TEXAS

WIBC

LEADS IN INDIANA

FIRST IN COMMUNITY SERVICE

For example—"To the staff of Radio Station WIBC for serving the citizens of this community by keeping them informed about Red Cross activities *by hundreds of spot announcements, newscasts and special radio programs*" . . . words taken from a citation by the Indianapolis Chapter of the American Red Cross . . . words that demonstrate why WIBC leads in community service in Indianapolis and Indiana.

FIRST IN AUDIENCE

Yes, WIBC does lead in community service, and WIBC programs lead the audience ratings, too. In the 31 county Indianapolis trading area, *WIBC programs rank first in 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

FIRST IN THE HEARTS OF THEIR LISTENERS

A large portion of WIBC's success in public service and in building big audiences is due to the station's outstanding personality salesmen . . . men like Harry Andrews, Bill Baker, Lou Palmer, Easy Gwynn, and many others. These same personality salesmen are available on a "first come, first serve" basis to help you sell your product or service.

WIBC 1070 KC

The Friendly Voice of Indiana

2835 N. Illinois St.
Indianapolis 8, Indiana

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

NBC NEWS

WHEN THE NEW, restyled, double-headed *NBC News* got underway last Monday, it was not the division of focus as the program shuttled back and forth between its co-editors Chet Huntley in New York and David Brinkley in Washington that caught and held the listener-viewer's attention. Nor was it the six-foot-in-diameter relief globe, created by a bevy of artists, geologists and cartographer as center-piece of the program's newly designed setting in New York.

No, the most important thing last Monday (and properly so) was the news that Israeli troops had crossed the Egyptian border and were fighting their way toward the Suez. And, ironically, that news was delivered by NBC's foreign correspondents Alvin Rosenfeld in Jerusalem and Wilson Hall in Cairo, reporting by that old-fashioned medium, radio.

Otherwise, the chief change in *NBC News* was that Messrs. Huntley and Brinkley have disposed of the desk behind which John Cameron Swazey held sway for so many years. They either stand or sit on high stools (the from-the-waist up camera shots made it hard to tell which) as they report the day's news highlights with the aid of film, charts and other visual aids.

First glance reaction: *NBC News* has changed, but whether for the better is still to be seen.

Production costs: Approximately $15,000 per week.
Sponsored by—Monday: Studebaker through Benton & Bowles; Tuesday: Remington Rand Div., Sperry-Rand Co. through Compton; Wednesday Time Inc. through Young & Rubicam, alt. with Miles Labs through Geoffrey Wade; Thursday: Miles Labs through Geoffrey Wade and Friday: sustaining, on NBC-Tv, Mon.-Fri., 7:45-8 p.m. EST.
Co-editors: Chet Huntley & David Brinkley; producer: Reuven Frank; supervisor: Joseph O. Meyers.

BORN YESTERDAY

DEAR Hallmark Cards Inc.:

That was an awful thing you did Sunday, Oct. 28. Making dear Mary Martin act the part of a dumb broad. In "Born Yesterday," on NBC-TV, and in color. How could you? It seemed to me like . . . dancing in church.

The trouble is, you see, that Mary Martin in the eyes of us girls is still the wonderful star of *South Pacific* and of *Peter Pan*. She's good and clean and wholesome. And she should sing. Not act like a. . . . All through the 90 minutes I felt so uncomfortable—because, really, you see, we know she isn't like that at all.

Now Paul Douglas, he was different. He acted like he really was what he was. You know, a rough, er . . . uncouth sort of man. Who would take his shoes off right in the middle of that handsome suite. No manners. And the way he hollered at Billie, Miss Martin I mean. It was so real.

The boy who played the young newspaper journalist. He was a nice young man. It doesn't seem to me he would have taken up with a little tart (if you'll excuse the expression) that was supposed to be Billie Dawn. But, of course, it was really Mary Martin and I think they looked real nice together.

I thought the best part of the play was when they—Mr. Brock and his, er, girl friend, played gin rummy. That was a scream and the part where they hollered at each other. I don't know who figured out how to do it but I felt that I was right there looking at each one and turning my eyes from one to the other as they screamed at each other. At other times during the play it seemed to me it dragged. You know, no action. And this business about how Billie got educated all of a sudden. That didn't seem real to me. At least I never knew no kickers who got so almighty superior because they'd read a book.

Those gowns Miss Martin wore were all right, but I don't see what all the commotion was about. About them being made by Mainbocher and such. We had as nice a ones in the Chez Paree in Chicago in 1945 and nobody made such a fuss about them.

Well, anyways, it was a good show, but I'll never forgive you for what you done to my ideal, Mary Martin. You shouldn't a done it. It was like, well, it was like if those frenchies were to peddle Hallmark cards on a Paris street, if you know what I mean. You wouldn't like that, would you? Hmmm? Well, please don't do that to Mary Martin again. Not ever.

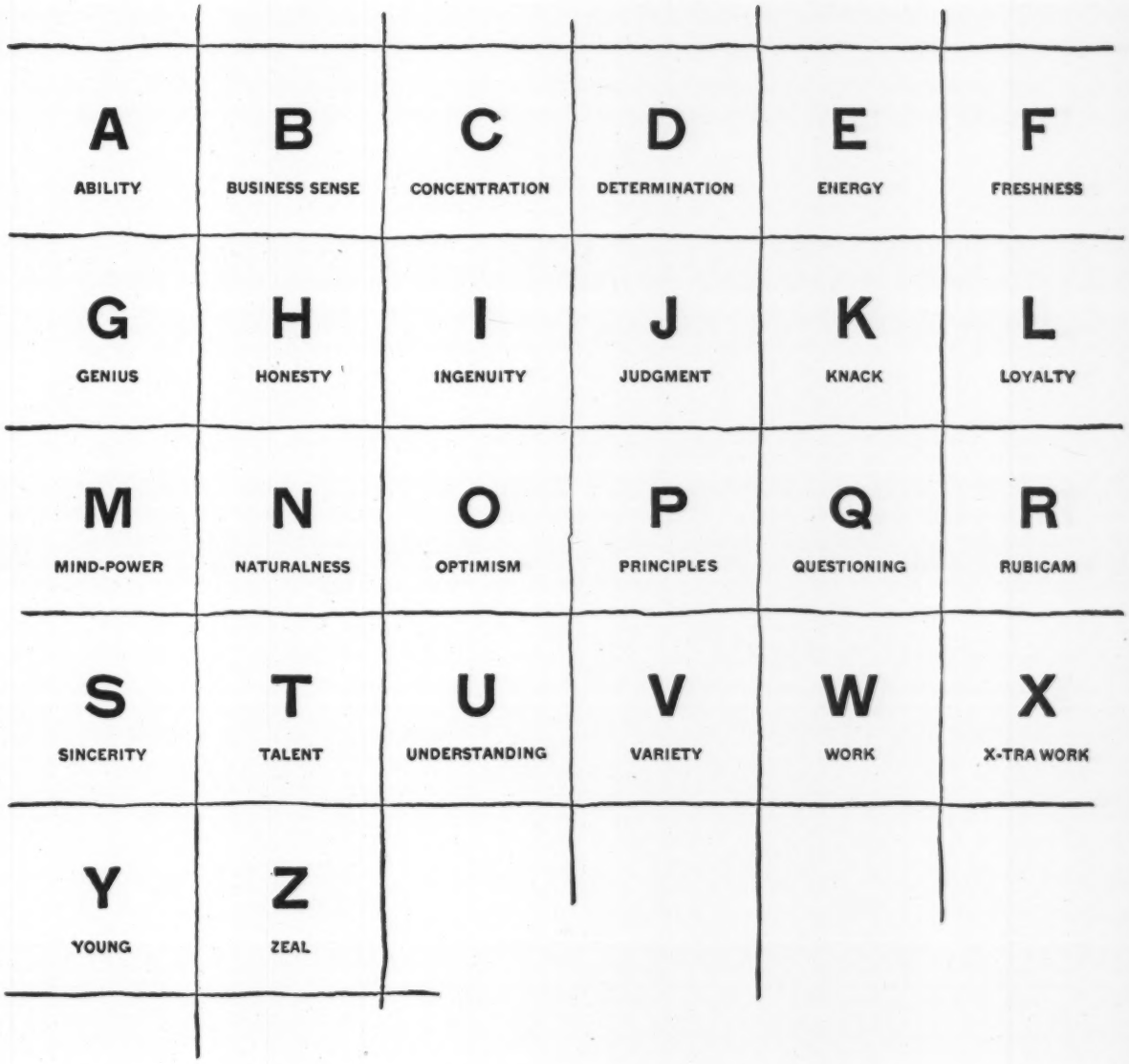
Yours in show business,
Myrtle

Production costs: Approximately $200,000.
Sponsored by Hallmark Cards Inc., through Foote, Cone & Belding, N. Y., on NBC-TV, Sunday, Oct. 28, 7:30-9 p.m. EST.
Stars: Mary Martin and Paul Douglas.
Author: Garson Kanin; adapted for tv and directed by: Garson Kanin; executive producer: Mildred Freed Alberg; produced by George Schaefer; associate to Mr. Kanin: Hal Gerson; associate to Mr. Schaefer: Robert Hartung; costumes by: Mainbocher (Miss Martin's) and Noel Taylor; scenery: Robert Wightman; program supervisor: Joseph Cunneff; unit manager: Brice Howard; technical director: Robert Long.

MANHATTAN TOWER

LISTENERS to Gordon Jenkins' "Manhattan Tower" record album have been divided into two camps these years since it first appeared: the enthusiastic fans and those who found the paean to the city, where boy picks up girl in bar, a little cheap. In the 90-minute version written for television the work probably caused similar reactions, only intensified.

The NBC-TV *Saturday Spectacular* had its lyrical moments, but this Gordon Jenkins fan would be just as happy to have him stick to staff paper and leave words to someone else. Some of us have ever been uncomfortable hearing the newcomer to New York rhapsodize about "my tower." The discomfort was compounded by some of the shocking taste exhibited in the Oct. 27 telecast, the bottle-swigging of the mambo sequence, the thin emotion of the Statue of Liberty



Pick any two (WELL, ALMOST ANY)

26 letters are all you have to write any advertising.

Two of the letters can be a big help in using all 26.

Which two letters would you pick?

Sure hope your choices were . . . Y & R

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • Mexico City • San Juan • London

scene, the trivial boy-girl patter, the mediocre costume design.

Principals Helen O'Connell and Peter Marshall (the warmest voice to come along since Dick Haymes) did well with their shoddy material. Hans Conried as a Greenwich Village artist contributed one of the few genuinely funny bits, an impassioned sales pitch for his canvas. As for the rest of the expensive cast—Phil Harris, Ethel Waters, Cesar Romero—and the color equipment too, it all seemed something of a waste.

Production costs: Approximately $125,000. Sponsored by Oldsmobile Div. of General Motors through D. P. Brother & Co.; RCA and Whirlpool-Seeger Corp. through Kenyon & Eckhardt Inc. on NBC-TV Saturday, 9-10:30 p.m. EST.

Executive producer: Elliott Lewis; writer-producer: Gordon Jenkins; director: Boris Sagal; assoc. producer: Furth Ullman; assoc. director: Edith Johnson.

Cast: Peter Marshall, Helen O'Connell, Phil Harris, Cesar Romero, Hans Conried, Ethel Waters, Edward Everett Horton, Tommy Farrell, Richard Kean, Cherrio Meredith, Eddie Parks, Dick Ryan, Frank Marlowe, Ralph Sanford, Cyril Delavanti, Rennie McEvoy, Steve Carruthers, Glenn Turnbull, Bob Stevens, Sylvia Bernstein, Ralph Brewster Singers.

BOOKS

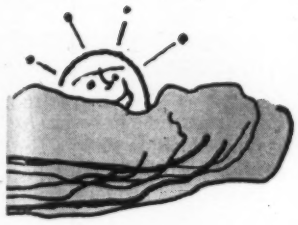
HOW TO GET RICH IN TV—WITHOUT REALLY TRYING by Shepherd Mead. 180 pp. $2.95. Simon & Schuster, New York: 1956.

SHEPHERD MEAD, former vice president and radio-tv copy chief at Benton & Bowles, New York, and author of such ribald classics as *Tessie, The Hound of Channel One* and *The Big Ball of Wax*, has at last given us the companion volume to his *How To Get Ahead In Business—Without Really Trying.*

Unlike other "how to . . ." books that are written on a theoretical or a you-must-know-what-I'm-talking about basis, this one assumes nothing and is "designed to be understood even by those who have been watching television for years"—by itself, a lovely crack. Set down lovingly are "case histories" of such tv successes as Lillian, who became the Girl Next Door to Practically Everybody and now earns more than two of her sponsors put together; Larry Lariat, the cowboy star who can't tell a horse and an MG apart, and Shapley Earnest, the local news announcer who parlayed his way into becoming a nationally-recognized news commentator-pundit because he knew how to sound worried. Then there are "tips" on how to open refrigerator doors "lovingly," how to look at home in the bathroom (for deodorant ads), how to be "an introducer," a jolly master of ceremonies and an agency vice president.

While we recommend this very funny book heartily to those Madison Ave. habitues who *know* instinctively that Mr. Mead is always talking about the other fellow, not themselves, this book ought to be kept off collegiate bookstalls. There are enough ivy-clad misconceptions about radio-tv-agencies to go around, as it is.

WFBR



has more listeners than any other Baltimore station!

that's the most important coverage you can get, isn't it?

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

In Youngstown, Ohio

W F M J

is on the spot with

MUSIC

NEWS

SPORTS

PLUS

on the spot coverage of

- CIVIC EVENTS
- MAYORS REPORT
- CHAMBER OF COMMERCE
- MAN ON THE STREET
- BOARD OF TRADE
- WOMEN'S CLUBS
- ASSOCIATION NEWS
- PUBLIC SCHOOLS
- COLLEGE FOOTBALL
- STORE OPENINGS
- NBC REMOTES
- WEATHER STATION REMOTE

YOUR SPOT ANNOUNCEMENTS BEFORE, AFTER, OR IN THESE "ON THE SPOT" PROGRAMS MEANS ADDITIONAL AUDIENCE, AN AUDIENCE WHICH SEEKS INFORMATION ALONG WITH ENTERTAINMENT . . . . . A BUYING AUDIENCE!

Ask Headley-Reed or call direct

specialists in **SOUND SELLING**

The Good Neighbor Station

OPEN MIKE

Hill, Warnow and Hit Parade

EDITOR:

Your article on George Washington Hill [B•T, Oct. 15] was quite enjoyable and very illuminating, but I was sorry to note an oversight—the absence of my late father's name, Mark Warnow, in reference to the *Hit Parade* radio show. Though Mr. Hill "insisted the tunes be played just as people ordinarily heard them, feeling that the familiar context would help his commercials get across," he also wanted flare, bigness, bounce, excitement—in a word, showmanship—in the program's music.

Aside from his advertising genius, Mr. Hill was certainly one of the finest A&R men radio has ever known. He conceived *Hit Parade* music, but he needed a man of remarkable musical caliber to create that music and bring it into focus. My father was that man for 10 consecutive years, practically from the moment the *Hit Parade* program had its beginning. His relationship with Mr. Hill is, perhaps, best illustrated by a remark Mr. Hill is reported to have made. "That guy (Mark Warnow) is just like me. He's just too damn busy to say hello." Yes, the two men never met, though they worked together for a full decade to make the Lucky Strike *Hit Parade* the grandest musical attraction on the air.

Morton C. Warnow
New York

Tribute

EDITOR:

I was proud to be able to participate and join in the fine tribute paid you at the Advertising Club luncheon.

The so well deserved usual words of praise and respect had their complete meaning when applied to you and what you have accomplished.

Theodore C. Streibert, Director
United States Information Agency
Washington, D. C.

[EDITOR'S NOTE: B•T Editor-Publisher Sol Taishoff was guest of honor at the Washington Advertising Club luncheon on Oct. 16 (B•T, Oct. 22)].

'Now' Is Not 'Now,' but 'Not'

EDITOR:

In connection with the story "Allen Blasts Sullivan, Sullivan Blasts Allen" [B•T, Oct. 8], Mr. Allen's quote was that he would be willing to apologize "if the facts are *not* what they seem to be."

Your typographical misprint of the word "now" adds up to just the opposite meaning that Mr. Allen intended. Maybe it's all water over the dam now but I just wanted to establish this point for the record.

Doris Braverman
Secy. to Steve Allen
NBC, New York

Religious Broadcasts

EDITOR:

Our purpose for writing is because of an article in the Sept. 3 edition of B•T entitled "Church Resolution Draws New Attack." It seems to us that the National Council of Churches of Christ in the U. S. A. has certainly taken a lot for granted in telling the radio and television industries how to conduct their business. Just such manifestations of pressure by groups that feel they are sufficiently entrenched to have their own selfish way in everything is strictly un-American and above all else un-Christian if true.

This is certainly a poor time to be picking a fight with radio and television stations concerning the broadcasting of religious programs. It is getting more and more impossible to get on some stations with a religious broadcast and more and more stations are instituting policies of either "no paid religion" or "none at all." At the rate it is going it will only be a short time before all stations will have so little regard for religious broadcasting, if this resolution be a true omen, that none of us will be able to broadcast at all.

The *Herald of Truth* radio program, carried on the ABC Network and many independent stations for the last five years, is produced by the Highland Church of Christ in Abilene, Tex., with the assistance of Churches of Christ in the United States and Canada. These churches are not, however, affiliated with this National Council of Churches of Christ in any way whatever. We wish all radio and television stations to know that we have been treated very kindly by them during this time, and we have no desire to be placed on the wrong side of this question even by association in the minds of station owners and directors.

Our only complaint concerning the purchase of time, is that we are in many instances prevented from buying time . . . Why can a station not sell time to those who have the money to buy, just the same as the tobacconist sells cigarettes and the beer dealer his wares? Has the time really come in this great nation of which we are so proud that religion has become a thing to be abhorred, and a beggar that is to be given the crumbs from the table of communications or else relegated to the dungeons of silence?

John F. Reese, Elder
Highland Church of Christ
Abilene, Tex.

[EDITOR'S NOTE: Mr. Reese's comments were evoked by B•T's reports of a policy statement issued by the National Council of the Churches of Christ in the U. S. A. telling broadcasters it is their responsibility "to make a substantial provision of facilities and desirable broadcast time free as a public service" for church programs, and the reaction of broadcasters to that statement.]

Radio in a Tv Age

EDITOR:

I wonder if it would be possible for you to get me about 150 copies of the BBDO "Major Study On Radio In Television Era" [B•T, Oct. 1].

Paul Enright, Station Mgr.
WKOW Madison, Wis.

EDITOR:

. . . I believe this study by BBDO will do much to help radio. I was wondering if it would be possible to get 50 copies of this article . . .

Charles E. Kennedy, Sta. Mgr.
WCOL Columbus, Ohio

It's comin' round the mountain

In Central California scores of mountain communities, like the one pictured above, are now receiving television for the first time.

They're getting it the only way they can—over KFRE-TV—the powerful signal that reaches into and around the hills they call home.

Add these thousands of new homes to KFRE-TV's thorough coverage of the vast valley floor. In both areas KFRE-TV now delivers Central California's most popular and productive television buy.

KFRE-TV 12
FRESNO CBS

Basic CBS schedule, of course.
Ask..... for the full story!

BLAIR-TV

RATING
In Los Angeles, too, rating can make a big difference...
And Los Angeles gives the rating experts fits, makes bonfires of all the rule-books and form charts.
One reason for this is the market itself—a market of 7 million people who live, work, eat, relax and watch TV a lot different from people in New York, Chicago or any other place.
Another reason, frankly, is KTTV—the station that studies this unusual L.A. market from the inside, programs for the convenience as well as the enjoyment of these Southern California millions. Result? Well, for example:
October 12, 1956
8:00 — 10:30 P.M.
SHARE OF AUDIENCE
KTTV's Colgate Theatre 53.8
Six other stations combined 46.2
(3 Network, 3 Independent)
KTTV's new nightly series of MGM features—a fine first-run feature every night Monday through Friday—is receiving the rating books. These features are available to participating advertisers and they're loaded with the biggest names and the strongest titles television has ever seen.
Yes, ratings make a big difference. In Southern California, the difference is KTTV.
KTTV
Los Angeles Times Television
Represented nationally by BLAIR-TV

OPEN MIKE

EDITOR:

Please send 25 reprints of BBDO article.

Russell Woodward
Peters, Griffin & Woodward
New York

EDITOR:

Please send us 100 reprints . . .

Harvey Carter, Comml. Mgr.
WEAN Providence, R. I.

EDITOR:

Please forward 300 copies . . .

Victor Dawson
WFNC Fayetteville, N. C.

EDITOR:

. . . need 300 copies . . .

Lionel Baxter
WBRC Birmingham, Ala.

EDITOR:

Send as soon as possible 50 copies . . .

Lee Menard, Mgr.
WMFJ Daytona Beach, Fla.

EDITOR:

. . . 100 reprints . . .

W. W. Johnson, Gen. Mgr.
WALT Tampa, Fla.

[EDITOR'S NOTE: Reprints of the BBDO Study are available at 10c each, $10 per 100, $35 for 500.]

Licensees, Not Members

EDITOR:

I am sorry I didn't get around to sending you the correction in the final sentence in your story on the WABD (TV) broadcast before your issue of Oct. 8 had gone to bed.

A statement is made that "Mr. Haverlin also observed that with reference to Mr. Wolff's statement, WMGM, WMCA, and WHLI are not members of BMI." Of course, BMI has no members. The three stations are licensed by BMI. The error comes, I think, from the fact that when asked I said these three stations were not stockholders of BMI.

I will appreciate the record's being corrected in the next issue of B•T.

Carl Haverlin, Pres.
Broadcast Music Inc., New York

Milwaukee Got Series Broadcasts

EDITOR:

I notice in your issue dated Oct. 8, on page 61, you have a box titled "Forgotten Fans," which refers to the fact that Milwaukee has no MBS affiliate and therefore the red hot baseball fans were not able to hear the World Series on radio.

May I correct you, inasmuch as WFOX, upon ascertaining that the two regular baseball stations in Milwaukee were not carrying the World Series, immediately made connections with Mutual and carried all of the World Series games with the exception of the first contest.

May I also say that the public reaction to our carrying these games was exceptionally gratifying.

Neil Searles, Gen. Mgr.
WFOX Milwaukee, Wis.

Let's see . . . at 6:35 p.m. he was in Moscow for an inside report on the Kremlin . . . at 6:52 he was back in Dallas for a preview of the SMU-Notre Dame football game . . . at 8:00 he was in Marshall, Texas, for an eye-witness account of a raging fire . . . at 9:03 he was in Cairo for the latest word on political maneuverings in the Middle East . . . at 10:58 he was in Des Moines, Iowa, for highlights of a presidential campaign speech.

Odd chap, Jim Wilson?

Not at all. Like thousands of other North Texans that night, he was listening to WFAA news programs that take listeners *where* news is happening, *when* it is happening.

820
50,000 WATTS

WFAA

570
5,000 WATTS

DALLAS

NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

WFAA Has the Most Extensive News Coverage of Any North Texas Station

- Its stringer network links 37 North Texas news correspondents in the most comprehensive system of regional news reporting ever used.
- The WFAA Mobile Broadcasting Unit gives direct coverage to every important local news event with live broadcasts, interviews, music pick-ups and tape recordings — even walkie-talkie reports.
- Live network and wire service (AP and UP) bring news of the nation and the world.

No wonder WFAA leads all other stations in North Texas in urban, village and farm listeners, morning, noon and night.*

If you'd like this audience for your customers . . . ask your Petry man for details.

**Whan Study, A. C. Nielsen, N.S.I.*

CASE HISTORY—AMUSEMENTS

Amusement Park Chutes to New Sales via Radio

The Long Beach Nu-Pike Amusement Park has just completed one of the most successful summer-fall seasons in its history, in the face of the most intense competition by other new attractions for the Southern California amusement dollar.

"Our increase in business can obviously have come only from advertising, with the heavy share of the credit going to radio" writes John Curtis, partner in Patch & Curtis Advertising Agency, Inc.

"Using the jingle created for us by Song-Ads on four independent stations, radio provided enough coverage both geographically and in number of impressions to show an immediate and sustained response. We were able to reach in-home listeners, the huge auto audience, and people out on the beach or elsewhere with portables. Because of radio's flexible nature, we were also able to keep our copy timely.

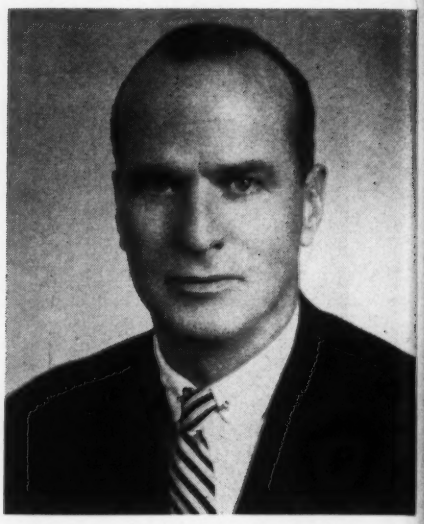
"Due to excellent results from a moderate budget, we anticipate an even greater use of Southern California radio next year."

KBIG, with 35% of the Nu-Pike radio budget, is happy to share with three other fine stations gratification for another job well done for a Southern California advertiser.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to FRANCIS KENNETH BEIRN



F. KENNETH BEIRN—a man always at least one step ahead of the times—was elected president two weeks before Election Day. The electorate in this case was the board of directors of Ruthrauff & Ryan.

A favorite story along Madison Avenue exemplifying his "priority" is this: When another advertising man presenting his case to the Bon Ami account saw Ken Beirn striding into the advertiser's waiting room, he returned to his office and reported to his partners that "we might as well forget about Bon Ami. I just saw Ken Beirn go in there and pitch." Needless to say, Mr. Beirn and Ruthrauff & Ryan got the account.

Intensely proud of his reputation as an account-getter, Francis Kenneth Beirn slightly resents the charges currently being bandied about by certain politicians that "Madison Ave. is merchandising candidates as if they were tubes of toothpaste," noting, "actually, the reverse holds true. The trouble, as I see it, is that we agency people tend to sell toothpaste like candidates."

Explaining, Mr. Beirn adds, "instead of appealing to vigorous and sizeable consumer minorities . . . too many agencies are blinded by so-called 'consumer polls,' and end up selling everything to the majority, never once realizing that there's a hell of a market in the minorities. Everybody wants to be a top banana, and in this economy of ours, there's just room for a few on the bunch."

To this 46-year-old, lanky ex-deckhand, advertising has a long way to go as both a profession and an art. "We . . . flatter ourselves that we have reached the pinnacle of perfection," he noted last year before the Metropolitan Advertising Men of New York. "The exact opposite is the truth."

As president of an agency that currently bills an annual $40 million ($15.5 million in broadcasting), Ken Beirn feels that too many creative people today overlook the importance of the consumer as an individual, and cites Ruthrauff & Ryan's now-famous motto: "This Is Your Market . . . To Sell Them, You Must Know Them!" A former colleague of his at the now-defunct Biow Co. describes Mr. Beirn as being unique "in having that rare gift of being able to weld his marvelous understanding of advertising techniques with a compassionate appreciation of human beings."

Born in Kansas City July 30, 1910, Mr. Beirn's first post-collegiate job was aboard the Ismian Line as an ordinary seaman, a position which taught him nothing about advertising but got him around the world. Turning landlubber eight months later, he found himself deep in the depression, selling space for a printing firm, earning $15 a week and "eating peanut butter sandwiches seven days a week." In 1935, he broke into agency life via Pedlar & Ryan, leaving in 1942 to join Kenyon & Eckhardt's Bill Lewis and Cowles Publishing Co.'s Mike Cowles as "one of those damned advertising people" in Elmer Davis' Office of War Information.

Toward the war's end, he moved to Chicago as an account executive at Blackett, Sample & Hummert (now Dancer-Fitzgerald-Sample), switched to Grant Adv. as executive vice president, and returned to the former BS&H agency as New York office manager. In 1948, he came to The Biow Co., was elected executive vice president in 1949, and in 1954, assumed the presidency a year before Milton H. Biow changed the corporate structure of his agency to Biow-Beirn-Toigo Inc. After the now-famous power-struggle between several Biow principals (Beirn was caught smack in the middle), he submitted his resignation, effective last Jan. 6. The agency closed its doors June 30. In February, Mr. Beirn joined R&R as executive vice president under Robert M. Watson, now vice chairman of the board.

"Radio," Ken Beirn has often said, "is demonstrating an unusually healthy disregard for its own funeral notices." Fascinated by broadcasting's ability to force discipline on the creative mind ("forcing it to think sequentially . . ."), he feels tv has one basic flaw—aside from that of costs. "Who ever heard," he asks, "of wrapping a fish in a tv set?"

Mr. Beirn has recently found himself playing the part as a ticketbroker to the forthcoming Broadway musical "Auntie Mame," already sold out through April 1957. This came about officially in 1940, when he married Mary Jane Russell, sister of "Auntie Mame's" star, Rosalind Russell. The Beirns have two boys and a girl, Terence (4½), Christopher (8½) and Russell (15). They maintain two homes, one in Manhattan, the other—a week end retreat—in Southport, Conn. He is an enthusiastic tennis player, amateur painter and occasional sailor.

The Halls of Ivy

starring

Ronald COLMAN · Benita HUME

TIE YOUR PRODUCTS TO SUCCESS!

The polished acting of Ronald Colman and his wife, Benita Hume, and the suave comedy situations of THE HALLS OF IVY are an award-winning combination that's given unanimous acclaim by America's greatest TV drama critics! "Bright and witty"..."keeps me glued to TV"..."hung with highest laurels"..."great charm"..."brings literacy to screen"..."breezy"..."most delightful and certainly the most humorous and best written"..."adds class to TV".

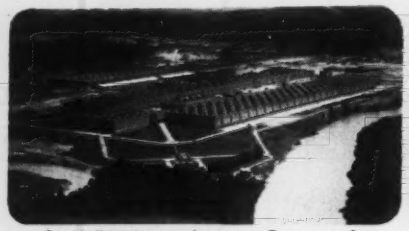
WINS ABLE-TO-SPEND-MORE AUDIENCES Yes, **THE HALLS OF IVY** has wide audience appeal for higher-income, intelligent buyers who "enjoy adult television comedy". That's why this entertaining comedy series of 39 half-hour programs attracts the audiences best for you... the audiences that can afford to buy more and do buy more of all products and services. Check **TPA** today for your market opportunities.

tpa *Television Programs of America, Inc.*

EDWARD SMALL · MILTON A. GORDON · MICHAEL M. SILLERMAN
Chairman President Executive Vice President

488 Madison Ave., New York 22, N. Y. · PL. 5-2100

SELL



OAK RIDGE – Atomic Center of the World

ALCOA – World's Largest Aluminum Plants

The High Income

T. V. A. POWER – Home of Tennessee Valley Authority

ZINC MANUFACTURING – Second Largest Producer in U. S. A.

KNOXVILLE MARKET

TOBACCO CENTER – $8,000,000 Annual Burley Crop

MARBLE CENTER – Largest Producer of Interior Marble

on WATE-TV

- **POPULATION** . . . 1,391,280 (54 Counties)
- **RETAIL SALES** . . . $1,081,361,650
- **FAMILIES** 345,810
- **E. B. I.** $1,290,306,630

* May 10, 1956 Sales Management Survey of Buying Power

WATE-TV

CHANNEL 6 NBC

POWER MARKET OF THE SOUTH

Knoxville, Tennessee

AFFILIATED WITH WATE-RADIO 5000 WATTS, 620 kc.

Represented Nationally by, **AVERY-KNODEL, INC.**

— IN THE PUBLIC INTEREST —

Advertising Council Plans $4 Million Religion Drive

A MINIMUM of $4 million worth of time and space is expected to be contributed to the 1956-57 Religion in American Life campaign, the Advertising Council estimates.

J. Walter Thompson Co., New York, is the volunteer agency for the religion drive, which gets underway this month. The Jam Handy Organization of Detroit is producing a series of tv spots which will be distributed to every U. S. tv station.

Robert W. Boggs, assistant public relations director, Union Carbide & Carbon Corp., same city, is volunteer coordinator of the nationwide campaign, slogan of which is "Build a stronger, richer life . . . worship together every week."

Sponsoring the Religion in American Life drive is the 24-group Layman's Committee headed by Joseph H. McConnell, former NBC president, who now is director and general counsel of Reynolds Metals Co.

Twin Cities Radio Works Together

FIVE Minneapolis-St. Paul radio stations pooled talent and contributed time for the *Red Feather Revue*, a half-hour variety show in behalf of the Community Chest campaign. Bob DeHaven of WCCO was m.c. on the special network broadcast, with other contributing talent including Texas Bill Strength of KEVE, Gene Taylor of WMIN; Sandy Singer and Stu Lindman of WTCN; Cedric Adams, Jeanne Arland, Joan Iden, Burt Hanson, the Red River Valley Trio and Wally Olson's band, all of WCCO. All personalities offered their services without compensation as their Chest contribution.

Keeping Track on Rain

IN A MOVE to improve its weather programming, KGNO Dodge City, Kan., has distributed rain gauges to about 50 farmers in its listening area. The station plans to use reports from the farmers on regular newscasts and farm programs.

Legislative Assistance

A TRANSCRIPT of the KMOX (St. Louis)-CBS Radio Public Affairs series on juvenile delinquency, *Youth in the Shadows*, has been entered into the record of the special legislative committee currently redrafting the Missouri juvenile code.

The series included interviews with social workers, police officers and youthful offenders. It urged the redrafting of the juvenile code to provide for wider jurisdiction over young offenders by a Missouri Youth Authority.

KMOX News and Public Affairs Director Rex Davis, who produced and narrated the series, testified before the committee.

. . . THIS IS A HALLMARK

The hallmark was originated in England centuries ago by artisans who stamped an individualized emblem on gold and silver articles to attest purity.

The Blackburn-Hamilton Company insignia is a hallmark denoting honorable and exacting brokerage service. To perpetuate its significance this pioneer house must be selective in its choice of properties and clients.

Blackburn-Hamilton doesn't accept every listing it can obtain. This is sound business. In some cases the facility is unrealistically priced. In others the financing is unsound. Sometimes a client can be shown that it isn't in the public interest for him to sell or to buy. These are but a few of the considerations involved in a careful appraisal—factors which can only derive from experience.

The result: the B-H hallmark remains a symbol of quality service.

Blackburn-Hamilton Company
BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

WASHINGTON, D. C.
JAMES W. BLACKBURN
JACK V. HARVEY
WASHINGTON BLDG.
STERLING 3-4341-2

CHICAGO
RAY V. HAMILTON
TRIBUNE TOWER
DELAWARE 7-2755-6

ATLANTA
CLIFFORD B. MARSHALL
HEALEY BLDG.
JACKSON 5-1576-7

SAN FRANCISCO
WILLIAM T. STUBBLEFIELD
W. R. TWINING
111 SUTTER ST.
EXBROOK 2-5671-2

got it straight
from the Jockey's mouth

That's something that could be said for a lot of products and services Milwaukee buys, because in this case, the tipster we're referring to is a WEMP Disc Jockey! These boys are strong personalities around here with a loyal gang of fans. The audience they've built over the years is your market, and whether they lend their own inimitable styles to a "live" announcement you send them or play your transcribed message, you will sell on WEMP.

We suggest that you slap a harness on Milwaukee's vast buying market and do it at a right handsome cost per thousand. Give our reps a call and let them give you the complete picture.

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1956 . . . 21 years of service to Milwaukee • Represented nationally by Headley-Reed

LOWE RUNKLE

on all accounts

FOR a man who took his first agency job sans pay, Lowe Runkle has done all right in the advertising business. He now heads his own agency in Oklahoma City with an annual billing of $1.5 million.

His agency, Lowe Runkle Co., devotes more than one-third of this billing to radio-tv. Largest media clients are Southwestern Bell Telephone Co. (Oklahoma only), Kerr-McGee Oil Co., Safeway, DuLaney's (RCA distributor), Oklahoma Gas & Electric, Superior Feeds and Cain's Coffee Co.

Explaining the agency's heavy use of tv, Mr. Runkle says, "We could see tv coming early and saw that it would be a tremendous factor in the advertising industry. We jumped in feet first to learn while tv was an infant rather than try to catch up later on."

Lowe Winfield Runkle was born June 22, 1902, in El Reno Okla., the son of a doctor. He attended Central High School, Oklahoma City, and the U. of Oklahoma, Norman. Following his graduation from OU in 1930, no jobs were available so he toured the country playing tennis (he was conference singles and doubles champion at OU).

After two years of tennis (he won 33 cups in one summer), he joined the Ray K. Glenn agency in Oklahoma City at "no stipulated salary." In the late 30's, Mr. Glenn moved to a newly-opened office in Dallas, and Mr. Runkle was named manager in Oklahoma City.

He entered the Army Air Force in 1943 and following his discharge two years later, rejoined the Glenn office. In 1946 he purchased the Oklahoma City operations when there were four employes with less than $150,000 annual billing. Today there are 27 persons working for Lowe Runkle Co.

Mr. Runkle stresses participation in civic affairs by his co-workers and cites this as a contributing reason for his agency's growth. In 1952, he received a citation from the Oklahoma City Advertising Club for "distinguished service to Oklahoma City and the advertising profession."

Mr. Runkle is married to the former Alice Escoe and they have two boys, Layton 17, and Kent 10. He is a director of the Better Business Bureau and YMCA.

WKMH WAS THERE!

AND SO WERE WKMH'S THOUSANDS OF DETROIT LISTENERS WHEN DISASTER SUDDENLY STRUCK JACKSON, MICHIGAN

The above photograph was taken shortly after the Consumers Power Building, under construction in Jackson, Michigan, collapsed burying more than a score of workers beneath tons of debris. While rescue crews worked frantically to free the trapped workers, WKMH's mobile truck unit flashed on-the-spot progress reports to news hungry Detroit listeners. This on-the-spot reporting of big news events is just one of the reasons why more and more thousands of Detroit-area listeners are setting their radio dials on WKMH . . . they get comprehensive coverage. In music and sports, WKMH's star shines bright, too! All day in a big way, WKMH listeners get the big 3 in radio . . . news, music and sports!

SAVE UP TO 15%

by Buying 2 or more of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

The Community Stations

WKMH

Dearborn-Detroit

FRED A. KNORR, Pres. JOHN CARROLL, Mg. Director

Represented by Headley-Reed

KNORR BROADCASTING CORPORATION

KTHV Channel 11 LITTLE ROCK

Sells MOST of Arkansas!

WITH 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756′ above average terrain!), KTHV is seen, heard and *gets viewing response* throughout MOST of Arkansas!

Please study the mail map above, which also conforms very closely to our engineering contours. Notice that it includes 47 Arkansas counties —notice KTHV's penetration to all six surrounding State borders, with mail actually being received from viewers in Mississippi, Missouri, Oklahoma and Texas!

Your Branham man has all the *big* KTHV facts. Ask him!

CBS

316,000 Watts ..... Channel 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING TELECASTING

Vol. 51, No. 19 **NOVEMBER 5, 1956**

BRISK TRADE IN NETWORK PRESIDENTS

- **Jack Van Volkenburg submits resignation as CBS-TV president**
- **Merle Jones, 20-year CBS veteran, gets nod to succeed him**
- **Bob Kintner, ex-ABC, goes to NBC as executive vice president**

THERE was heavy traffic in network presidencies last week.

One president resigned, a new one was created, a third who had quit three weeks ago got a new job.

After 24 years of service with CBS, **Jack L. Van Volkenburg** resigned as president of CBS-TV.

Merle S. Jones, executive vice president of CBS-TV and a 20-year veteran with the company, was named to succeed Mr. Van Volkenburg as president of the television broadcasting division of CBS Inc.

Robert E. Kintner, who resigned as president of ABC three weeks ago, was elected an executive vice president of NBC.

The resignation of Mr. Van Volkenburg was announced "with utmost regret" by Frank Stanton, president of CBS Inc. Mr. Stanton said Mr. Van Volkenburg was "retiring from business for personal reasons," effective next Dec. 31.

Mr. Jones will move into the presidency the next day, Jan. 1.

Mr. Van Volkenburg will continue as a member of the CBS Inc. board of directors. Dr. Stanton said Mr. Jones would be recommended for election to the CBS Inc. board effective with his taking office as president of CBS Television.

Mr. Kintner will join NBC Jan. 2 as an executive vice president. He will be without a fixed assignment, serving as a top-level trouble shooter whose first job reportedly will be in color planning and operations. Like the other four executive vice presidents of NBC, Mr. Kintner will report to Robert W. Sarnoff, president. The other four, however, have established areas of responsibility.

Mr. Van Volkenburg was lauded by Dr. Stanton in the latter's announcement of the change in the CBS organization.

"The leadership and vitality of the CBS Television network is due in large measure to the able and vigorous efforts of Jack Van Volkenburg," Dr. Stanton said. "Under his presidency the network has grown from two stations in 1948 to 156 primary affiliates today. During this period, he has guided the network to the No. 1 position in program popularity and advertising volume. . . . It goes without saying that all of us will miss him in our day-to-day operation, but we look forward to his counsel and participation as a member of the CBS board of directors."

Of Mr. Jones, Dr. Stanton said: "He is eminently qualified for his new position, not only as a result of his experience in the CBS Television division but through his long association with the CBS family."

CBS, said Dr. Stanton, "is indeed fortunate to have an executive of Mr. Jones' broad experience and unique ability to step into the presidency of the division."

Mr. Van Volkenburg told B•T last week that he was retiring to enjoy his home in Venice, Fla., where his family spends much of its time. He said he had no intentions of working for any company other than CBS.

Mr. Jones has twice before succeeded Mr. Van Volkenburg in CBS positions—once as general manager of KMOX St. Louis and again as head of CBS-owned television stations.

Last March Mr. Jones and Hubbell Robinson Jr. were named executive vice presidents of CBS-TV. The "entire broad area of [television] programming" was put under Mr. Robinson's direction at that time. All other departments reported to Mr. Jones.

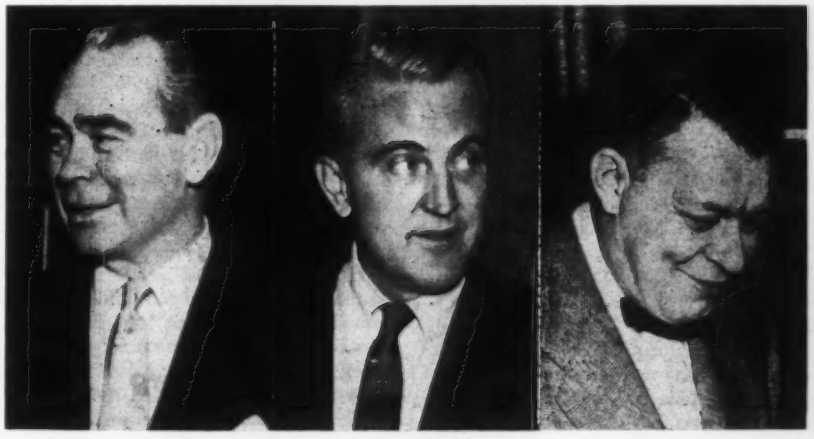
Mr. Kintner's appointment at NBC was formalized at an NBC board meeting last Friday. It had been arranged, subject to board approval, the previous weekend.

At the call of Brig. Gen. David Sarnoff, RCA chairman, Mr. Kintner made an unpublicized flying trip to New York from San Juan, Puerto Rico, where he had been vacationing. He met with Gen. Sarnoff, Robert Sarnoff and Frank Folsom, president of RCA, the weekend of Oct. 27-28. When terms were agreed upon, Mr. Kintner flew back to San Juan as inconspicuously as he had gone to New York. He is expected to end his vacation some time this week.

When he joins NBC next Jan. 2, Mr. Kintner will be one of five executive vice presidents. The other four were elected two months ago when the NBC board approved an executive reorganization of NBC under the undisputed command of President Robert Sarnoff [B•T, Sept. 10].

At that time, the board accepted the

ONE OUT, ONE UP, ONE OVER



Van Volkenburg — RETIRES AT CBS-TV

Jones — SUCCEEDS AS PRESIDENT

Kintner — NAMED AS NBC V.P.

UNEASY LIES THE HEAD . . .

WITHIN SIX YEARS, the four national networks have had, among them, a total of 13 presidents. This is not an unduplicated total, since one man (Frank White) served at various times as president of two networks (MBS, NBC). The number of vice presidents during this period defies count.

Oddly enough, the network with least presidential turnover is the only one currently operating without a president—ABC. Robert E. Kintner headed ABC as president from 1949 until last month, when he resigned in a policy dispute with Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres. Mr. Goldenson is running ABC, but he has not taken the title of president.

Heaviest turnover has been at NBC, where five presidents have held forth since 1950. These include Brig. Gen. David Sarnoff, RCA board chairman, who served as "interim president" for a few months in 1953.

The NBC list since 1950 starts with Joseph H. McConnell, who took over in October 1949 and continued in office until Jan 2, 1953 (he's now a top-level executive with Reynolds Metals Co.) Frank White, who was president of Mutual from 1949 to 1952, succeeded Mr. McConnell on Jan. 2 and served until Aug 7 that year. (He's now board chairman of McCann-Erickson International.) Gen. Sarnoff then took over as interim president until Dec. 4, 1953, when Sylvester L. (Pat) Weaver Jr. was named president. Mr. Weaver served until Dec. 7, 1955, when Robert Sarnoff, who had been executive vice president, moved into the presidency and Mr. Weaver became board chairman, a post he held until his resignation last September. (He's now in Europe on a business-vacation trip, future plans unannounced).

Aside from Robert Sarnoff, NBC also has had several executive vice presidents, most of them recently created. Charles R. Denny, executive vice president from 1948 to 1953, was named to one of four operational vice presidencies set up in the reorganization coincident with Mr. Weaver's departure two months ago.

Until Mr. Van Volkenburg's resignation was announced last week, CBS-TV had had no presidential turnover. Mr. Van Volkenburg was named tv president when CBS divorced its radio and television operations in July 1951.

CBS Radio, set up as a separate entity at that same time, has had three presidents. Howard Meighan, now CBS-TV vice president in charge of the western division, was the first, serving from July 1951 until March 1952. Adrian Murphy, now retired, succeeded him and served until April 21, 1955, when the current president, Arthur Hull Hayes, took over.

Mutual's record shows three presidents in the past six years. Mr. White served from May 1949 until May 1952. Thomas F. O'Neil, board chairman, then took over the additional office of president until last April, when he gave up the presidency to John B. Poor, who was elevated from the executive vice presidency.

resignation of Sylvester L. (Pat) Weaver Jr. as NBC chairman of the board and elected the following four executive vice presidents: Thomas A. McAvity, in charge of tv network programs and sales; Charles R. Denny, in charge of operations; John M. Clifford, in charge of administration, and David C. Adams, in charge of corporate relations.

These four report to President Sarnoff, as will Mr. Kintner. All other officers, save three, report to the appropriate executive vice presidents. The three exceptions are Kenneth Bilby, vice president for public relations, and Emanuel (Manie) Sacks and Joseph V. Heffernan, both staff vice presidents, who report to Mr. Sarnoff.

It was authoritatively learned that Mr. Kintner will receive from NBC about the same pay he was earning at his former post. At ABC he drew a base salary of $100,000 a year with substantial overrides. When he resigned from ABC [B•T, Oct. 22], he received a $280,000 settlement of his contract, which had some 13 months to run.

At NBC, Mr. Kintner also will be eligible to participate in the network's retirement plan, under which the network and the employe contribute equal premiums. ABC has no retirement plan for its employes.

There was speculation outside NBC that the choice of a former network president to be executive vice president of NBC meant that a successor was being groomed in anticipation of a promotion of NBC President Sarnoff to a higher post at the parent RCA. In informed quarters, however, this was said to be untrue. For the foreseeable future, Mr. Sarnoff is expected to remain in his present position.

Mr. Kintner left ABC after a "substantial dispute" with Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, over policy. Mr. Goldenson assumed operational direction of ABC on a temporary basis. He has announced his intention to create a stronger executive structure at the network, find a successor to Mr. Kintner as president, and then return to his primary job as head of the parent company.

How Presidents Are Made

Mr. Van Volkenburg will be 53 when he retires. He was born Dec. 6, 1903, in Sioux City, Iowa. After attending the U. of Minnesota, he joined the Chicago office of BBDO and organized the agency's Chicago radio department in 1928.

He joined CBS in 1932 as sales manager of KMOX St. Louis. Three months later, he became director of KMOX operations and from April 1933 to 1936 was president and general manager of the station.

From 1936 to 1945, Mr. Van Volkenburg was executive assistant to H. Leslie Atlass, CBS vice president in charge of the central division in Chicago. In November 1945, he moved to New York as general sales manager of CBS Radio Sales. In January 1948, he became director of station administration, supervising all CBS owned stations.

He became vice president and director of CBS television operations in May 1948, and vice president in charge of network sales for both radio and television in January 1950. He was named president of CBS Television July 16, 1951, and in August 1952 was elected to the CBS board.

Mr. Van Volkenburg has been a member of the board of directors of the Advertising Federation of America since 1953, a member of the board of The Advertising Council since the same year.

Mr. Jones is 51. He was born in Omaha, Aug. 14, 1905. He graduated from law school at the U. of Nebraska and for the first three years of his business career practiced law. He entered radio in 1932 as a salesman for WAAW (now KOWH) Omaha. In 1934, he joined KMBC Kansas City as a salesman and in 1936 joined CBS as assistant general manager of KMOX St. Louis.

Mr. Jones succeeded Mr. Van Volkenburg as general manager of KMOX in 1937 and remained in that job until 1944, when he became vice president of Cowles Broadcasting Co. and general manager of WOL Washington, then owned by Cowles.

Mr. Jones returned to CBS in 1947 as general manager of WCCO Minneapolis. Two years later, he became general manager of KNX Los Angeles and KNXT (TV) (then KTSL-TV). In 1951, he became vice president in charge of CBS owned stations and general services of CBS-TV. He was named executive vice president of the television division last March.

dio and Television Executive Society.

Mr. Jones is first vice president of the Ra-

Mr. Kintner joined ABC in 1944 as a vice president after a career as a newspaperman. After several years with the *New York Herald Tribune*, he teamed up with Joseph Alsop in 1937 to write a newspaper column which was widely syndicated. The team also contributed frequently to the *Saturday Evening Post*.

Mr. Kintner entered broadcasting after wartime service in the Army. He rose rapidly at ABC, becoming executive vice president in 1946 and president in 1949. He is 47 years old.

Mr. Kintner was persuaded to change his career from newspaper writing to broadcasting by Edward J. Noble, then head and principal stockholder of ABC and now chairman of the finance committee of AB-PT. The two had known each other in Washington where Mr. Noble had served in high government posts.

PUT THEM ALL TOGETHER, THEY SPELL RADIO SUCCESS

RAB's second annual National Radio Advertising Clinic, held in New York last week, features numerous stories of the medium's power to sell products, everything from beer to airline fares, soap to small loans. More than 700 persons attend two-day meeting.

RADIO'S POWER to sell products and services as diverse as beer and airline fares, ice cream, soap and small loans was dramatized last week as Radio Advertising Bureau held its second annual National Radio Advertising Clinic.

A succession of advertiser officials from these and other fields spelled out their own radio success stories for the benefit of more than 700 advertiser, agency and broadcasting executives on hand for the clinic sessions Monday and Tuesday in New York.

Coincidentally, RAB announced the winners of its annual competition to pick the most effective radio commercials of the year (see page 30) and the winners of its art awards, presented in an effort to find an original art work that would typify radio and its service to the public [B•T, Oct. 29].

When the clinic was over, some 175 RAB members went into closed session for deliberations of their own—on how to increase radio's share of the national advertising dollar. Their goals: 40% out of a national advertising total of $3 billion.

Highlights of the closed session, opened by RAB Board Chairman Joseph E. Baudino of Westinghouse Broadcasting Co., were an RAB presentation on current advertiser allocations for radio, major projects being conducted by the bureau in a bid to boost these appropriations, and ways in which stations can assist in the movement at the local level.

RAB members were told that the bureau's national sales staff—now totaling 10 full-time persons, plus the part-time services of two other executives—is being divided into sales units according to product category. For instance, there will be one unit concentrating on food advertisers, another on drug advertisers, etc. In this connection, it was revealed that Karl Steeves, who has been handling national research, is transferring to the food advertisers sales group, under Ted Maxwell.

An expansion of research activities of the sort RAB conducted in conjunction with Pepsi-Cola's now-famous "Pepsi, Please" radio test in Muncie, Ind.—research which helped pinpoint the degree of success which radio achieved—also is being planned. Research of the "last word" type—which shows what medium reaches the shopper immediately before she buys—also is to be expanded.

The members also were shown, with examples, some of the presentations RAB salesmen use in their work with national advertisers. At this point, RAB officials said, they have specially tailored presentations for virtually every type of advertiser.

The membership presentation was conducted by RAB President Kevin B. Sweeney, Vice President and General Manager John F. Hardesty, and Vice President and Promotion Director Sherril Taylor. The same executive trio was in charge of arrangements for the NRAC.

While most of the clinic sessions related directly to the use of radio, two luncheon meetings departed from this basic theme. Adm. Arthur W. Radford, chairman of the Joint Chiefs of Staff, addressed the Monday luncheon, and Capt. Eddie Rickenbacker, chairman of the board of Eastern Airlines spoke Tuesday.

Presiding over various sessions were Board Chairman Baudino and President Sweeney; Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the RAB executive committee; Allen M. Woodall, WDAK Columbus, Ga., executive committee member, and Simon Goldman, WJTN Jamestown, N. Y., finance committee member.

In a slight deviation from the success-story theme, the opening section of the Tuesday morning session was devoted to creating the radio commercial, centering around case histories of the developments of (1) the Levy's cinnamon raisin bread commercial, carried in the New York area; (2) the nationally known Ford commercial based on the music of "On The Street Where You Live," hit song from "My Fair Lady," and (3) the also-well-known Marlboro "filter, flavor, flip-top box" musical commercial.

Joshua Epstein, account executive with Doyle Dane Bernbach, agency for Levy's, reported that sales of Levy's cinnamon bread rose 300% in three months after the commercial—a tricky 20-second bit relying on a lisping, childish voice baby-talking "Levy's cinnamon raisin bread"—went on the air, and that sales of other Levy products also increased. (He noted, however, that Levy's also used other spots, etc., during the same period.)

With Ruth Franklin, who recorded the child's voice in the commercial, Mr. Epstein re-created the spot for the clinic audience. He also played two other commercials—which trade on the public attention gained by the original—that Levy has put into use in the New York area in the past fortnight.

Joseph Stone, vice president of J. Walter Thompson Co., agency for Ford, and Mitch Miller, head of the popular division of Columbia Records, traced their development of the Ford commercial.

Mr. Stone, who with Dwight Davis of J. Walter Thompson wrote the Ford commercial, asserted that many noted artists, composers, etc., have offered their works for use as bases of commercials. He denied reports published in the general press to the effect that the writers of "My Fair Lady" had been "horrified" when "Street Where You Live" was used as basis for the Ford commercial. Actually, he said, they were aware that the negotiations were underway and "they loved it."

Singing commercials, he emphasized, are "no longer flighty little jingles," but are "fine works of art" and companion pieces to some of the great "medicine shows" of our time. "It's high time," he said, "that broadcast commercials get a public relations campaign that will give them the respectability they deserve."

Mr. Miller, who arranged the music for the Ford commercial, pointed out that musical spots must have all ingredients of a good "pop" record. They must have "replay value," he said; must be simple but not dull; should not be over-crowded; must be "a performance" and have "personality."

Draper Daniels, vice president of Leo Burnett Co., Chicago, agency for Marlboro, and Don Tennant, a supervisor in the agency's tv film copy department, traced the development of Marlboro's "filter, flavor, flip-top box" commercial. Both words and music were written by Mr. Tennant, who played several versions to show its adaptability to musical styles—such as cowboy, sweet music, jazz and as a march.

Following are highlights of the corporate radio success stories presented during the two days:

PEPSI-COLA CO.

HOW TO PUT more Pepsi, if you please, in fountains in three cities where the word "Coke" is as automatic as the choke on nearly all new automobiles was answered by three executives.

They were J. Charles Derrick, vice president of the Pepsi-Cola Co., New York; Anderson Hewitt, senior vice president of Kenyon & Eckhardt, New York, and J. Clarke Mattimore, K&E account executive and originator of the "Pepsi, Please" radio campaign.

This is the novel and successful campaign that invaded San Diego with 36 one-minute

DERRICK HEWITT MATTIMORE

spots daily, and Muncie, Ind., with one-minute spots daily—and later into Marion, Ohio.

[For detailed story, see B•T, Aug. 20, "Pepsi Hits the Spot".]

Saturation commercials were built from recorded voices of listeners who win prizes if they can identify their own voices on the air. The speakers noted that Pepsi-Cola got around the possibility of offensive saturation by making each spot different—because after all, one voice is not just another, especially when it belongs to the listener.

While no sales figures were revealed, Mr. Mattimore disclosed that when asked to

Continued on page 31

RADIO COMMERCIALS SING THEIR WAY TO TOP

OUT of all of the radio commercials broadcast in the U. S. thus far this year, a jury of 150 judges last week designated eight that it considered most effective. All eight basically are singing commercials.

The contest was sponsored by Radio Advertising Bureau, and the jury which picked the winners consisted of station and network radio executives, advertising agency presidents, advertisers, and broadcasting trade editors. Plaques consisting of gold-plated records were presented to representatives of the agencies involved, as part of RAB's second annual National Radio Advertising Clinic (see story, page 29). Here are the winners, with the names of the agencies, writers of the commercials, and the advertising executives who accepted the awards on behalf of their respective agencies:

MARLBORO Leo Burnett Co.

You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box
Filter, flavor, flip-top box
You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box
You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box
Filter, flavor, flip-top box
You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box

Says it pretty well, don't you think? Well, I'd like to add that Marlboro sells at the same price as other filter cigarettes. Hard to believe, but true.

You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box
Filter, flavor, flip-top box
You'll get a lot to like with a Marlboro
Filter, flavor, flip-top box
Filter, flavor, flip-top box.

(Words and music by Don Tennant, supervisor, tv film copy department. Recipient: Draper Daniels, vice president.)

DIAMOND SALT Ogilvy, Benson & Mather

When you reach for the salt, reach for pure Diamond Crystal
'Cuz Diamond is a cook's best friend—Diamond Crystal Salt.
Here's the Diamond Crystal Salt Song:
Stand by for a kick when you use Diamond Crystal
'Cuz Diamond is a cook's best friend.
Your meals never miss when you use Diamond Crystal
It's white as snow, the purest taste in salt you know.
Salt so pure makes good meals sure, for it helps all their flavors to blend.
So be smart like a fox, get the big, bright red box
'Cuz Diamond is a cook's best friend.
Salt so pure makes good meals sure, for it helps all their flavors to blend.
So be smart like a fox, get the big, bright red box
'Cuz Diamond is a cook's best friend.

(Lyrics by William Wright, copywriter, to music of "Diamonds Are a Girl's Best Friend." Recipient: James J. McCaffrey, senior vice president and media director.)

PEPSODENT Foote, Cone & Belding

Smoothie Brown—the smoothest, coolest guy in town
The chicks all seem to dig his jive
Hey tell us, Bill, how can we arrive?
It's easy, Jack, any gal gets sent
When you flash a smile by Pepsodent
You'll wonder where the yellow went
When you brush your teeth with Pepsodent.

Pepsodent's new improved formula cleans teeth whiter than ever, tastes brighter, too. New formula Pepsodent contains IMD. There's nothing else as good at getting teeth white.

You'll wonder where the yellow went
when you brush your teeth with Pepsodent

And through the years Pepsodent's Irium has helped protect more people against decay than any other ingredient. You'll like the fresh clean taste of new formula Pepsodent. It makes your breath behave for hours. So get the bright new package of new formula Pepsodent. Cleans teeth whiter, tastes brighter.

You'll wonder where the yellow went
when you brush your teeth with Pepsodent.

And Pepsodent toothbrushes, too!

(Music by Don Williams, copywriter; words by Terry Macri, copywriter formerly with FC&B. Recipient: Roger Pryor, vice president.)

BUDWEISER D'Arcy Adv.

All right, let's rehearse it again.
Budweiser commercial featuring the Crewcuts:
Where there's life, there's Bud.
At a concert or a show, in your own backyard,
Wherever you go, Budweiser beer is the best to know.
Where there's life there's Bud, Budweiser.

Thank you, Crewcuts. And how true it is. Wherever you find friendly lively people enjoying life, you'll find Budweiser. And after all is said and done, Bud has a taste and satisfaction no other beer can offer—an invitation to live life. So, treat yourself a little better—treat yourself to the king of beers. Budweiser beer is the best to know, where there's life, there's Bud. The king of beers, Budweiser.

(Lyrics by Bob Johnson, account executive; music by Russ David, freelance musician. Recipient: Harry W. Chesley Jr., executive vice president.)

OLD SPICE Wesley Assoc.

Yo ho! Yo ho! Add spice to your life. Old Spice, Old Spice.
Hi ho me heatries, all aboard for smoother shaving
With Old Spice shaving cream, smooth smooth shaving
Look for the package with the ship that sails the ocean
For Old Spice shaving cream and Old Spice lotion.
Every man is bound to please his sweetheart or his wife
When all he has to do is add Spice to his life.
Yo ho! Yo ho!
Brushless or lather boys, whichever you've the notion
50¢ for shaving cream, a dollar for the lotion.
Old Spice means quality said the captain to the bo'sun,
So look for the package with the ship that sails the ocean.
Yo ho! Yo ho! Yo Ho!

(Words and music by Austen Croom-Johnson, freelance writer. Recipient: Lindsay Fairweather, executive president.)

CAMEL
William Esty

Rich, rich—mild, mild Camel cigarettes
Taste so rich and smoke so mild, Camel cigarettes.
Now listen to the story of pretty Mary Lou
Who thought a cigarette should taste rich and mild too
She found her smoke was Camels after trying all the rest
And now she joins America in liking Camels best.

Rich, rich—mild, mild, Camel cigarettes
Taste so rich and smoke so mild, Camel cigarettes.

I guess you got the message on Camel cigarettes
But I'd like to repeat it, just so you won't forget
No other cigarette tastes so rich, yet smokes so mild
No other cigarette tastes so rich, yet smokes so mild
Rich, rich—mild, mild, Camel cigarettes
Taste so rich, yet smoke so mild, Camel cigarettes.

(Writers not disclosed by agency. Recipient: George I. Chatfield, executive vice president.)

WINSTON
William Esty

Winston tastes good like a cigarette should
Winston tastes good like a cigarette should
Winston give you real flavor
Full, rich tobacco flavor
Winston's easy drawing too
The filter lets the flavor through
Winston tastes good like a cigarette should
You'll enjoy Winston—America's favorite filter cigarette. You'll like Winston's rich full flavor—the one and only Winston filter that works so well, the flavor really comes through to you. Winston is fun to smoke. It's America's best-selling, best-tasting filter cigarette.
Winston tastes good like a cigarette should
Winston tastes good like a cigarette should.

(Writers not disclosed by agency. Recipient: George I. Chatfield, executive vice president.)

FORD J. Walter Thompson

Oh, the towering feeling that you get in the new kind of Ford
Watch the neighbors stare when you ride up there
You won't have a care when you are there inside a Ford
There's a world that's new there surrounding you
You will find in the new kind of Ford
Longer lower lines steal your heart in Ford
Turn the key and you will see tomorrow's start in Ford
And you'll get to know the new V-8 go
That you get in the new kind of Ford

Meet Ford's '57 magic at your Ford dealer's.

(Lyrics by Joseph Stone, vice president, and Dwight Davis, writer, to music of "On the Street Where You Live." Recipient: Mr. Stone.)

name soft drink brands, the number of Muncie citizens who named Pepsi-Cola ahead of its chief competitor (Coca-Cola) went up from 33% before to 51% after the contest campaign while the percent naming Coca-Cola ahead of Pepsi declined from 67 to 49. Fountain sales, meanwhile, shot up 1,200%.

As Mr. Mattimore put it: "We owe radio a big debt. You have one hell of an advertising medium."

Mr. Hewitt described Pepsi-Cola's "electronic" contest now in the experimental stage (balloting for permission to talk 25 seconds about the product, now underway in Muncie), as "revolutionary in the use of radio, while peculiar to the medium" [B•T, Oct. 1].

Noted the trio: "Pepsi, Please" will move elsewhere in the country. But don't call on Pepsi, Please. Pepsi, via its bottlers, will call on you.

GOOD HUMOR CORP.

David J. Mahoney

THE IMPORTANCE of radio to medium-sized and regional advertisers was pointed up by David J. Mahoney, president of Good Humor Corp., which is using radio to reach adults both at home and in their cars with schedules running late afternoons and early evenings.

But at even greater length he pointed up the opposite—the importance of medium-sized and regional advertisers to radio.

Good Humor uses radio as a promotional spearhead, he declared, adding that "we have a fondness for radio."

He noted the air of optimism that surrounds radio today, as compared with a few years ago, but emphasized that major advertisers are using radio as secondary to "something else." What would happen, he asked, if the nation's economy should take a slight dip? In his view, major advertisers in that case would have to cut their "secondary" efforts.

The "long-range stabilizer" for radio, Mr. Mahoney maintained, lies in the regional and medium sized companies—companies like Good Humor, he added.

"If I owned a radio station I'd try to have at least 60% of my volume with medium-sized companies," he asserted.

He suggested that, although it is "heresy," stations might be well advised to let prospects try radio for a few weeks (presumably at reduced cost or no cost, if necessary) in order to convince them of its sales power. Other devices also might be used to demonstrate radio's reach and effectiveness to reluctant prospects, he added.

Radio, he said, is a business—a big business—which not only has to go on, but has to go farther than it has in the past. "We are proud," he concluded, "to be a part of radio."

CARLING BREWING CO.

Robert C. Garretson

A BLOW-BY-BLOW description of how effective radio can be in selling beer—and "incidentally" help push the brewer's sales up to an extent that it bounded from 62d position in the beer industry to eighth in less than seven years—was presented by Robert C. Garretson, vice president and advertising director, Carling Brewing Co., Cleveland, Ohio.

Mr. Garretson, first speaker on Monday's agenda, related "The Carling Black Label Beer Campaign."

Carling's decision to move into spot radio (in 1949) came as the brewing industry, fresh from the lifting of wartime controls, was in the midst of a post-war shuffle with companies bidding for a share of the newly-changing market. Radio was picked because it had the "greatest flexibility," took in the "entire market" and had a "low cost per thousand."

Carling selected radio, too, because it fitted in with the firm's plans to develop a way to deliver a selling message that would receive maximum attention. The brewery sought favorable identification for its "Black Label."

The first commercial—a tape was played for the audience—was based on square dance music and "calling" with the pitch line composed of a whistle, followed by the word "Mabel" and then the brand name, "Black Label." This whistle "identification" continued in future commercials up through the years.

By 1951, Carling, which in 1949 had been at an approximate 360,000 barrel level, was up to more than 600,000 barrels, and by 1952, nearly 900,000 barrels. Also in 1952, the Carling singing commercial was changed to keep pace with the broadening acceptance of Carling Black Label. Thus, the lyrics included: "Everybody likes to whistle," "Everybody is whistling," and, "Step in and join the chorus." This variation was to point up that Carling's audience was on the increase, as were, indeed, the sales of "Black Label."

In 1953, Carling was over the one million barrel mark. And by 1954, it was time for a "fresh sound carrying over enough for identification." Developed was a new copy theme, preserving, too, Carling's stress on "quality and price." The theme: "Nothing is too good for a good company." Carling that year was at the 1,459,000 barrel level, and only last year, Carling developed still a "new chorus" and "lead-in verses"—six different ones, actually. Now the stress had become entertainment. In 1955, Carling was brewing more than 2.6 million barrels. Business today is still advancing and Carling has come up with a new theme along with continued associations with its highly-successful commercials of past years.

Emphasized in Carling commercials today are such words as "friendly," "cheerful," "popular price," "premium quality" and "finest beer of all."

Carling started its radio budget in 1949 with $50,000, entering 10 markets. Today it spends an approximate $3.5 million. In September of this year alone, the firm used over 18,000 commercials on 253 stations in 194 markets; 2,649 concentrated in Pennsylvania and 1,049 in New York. These include two- and four-second teasers as well as usual and lengthier announcements; major league baseball sponsorships or participations; newscasts, and public service shows. With this success already in the barrel, Carling is preparing next "to go into network radio."

Carling now is producing at a rate estimated at 3 million barrels a year. It has doubled its capacity in Cleveland, where in 1949 it had its only brewery, and now has breweries in St. Louis, Belville, Ill., and Natick, Mass. Another will be added in Michigan next year, and others are planned for Atlanta and Baltimore.

With understatement, Mr. Garretson concluded:

"Radio can be a powerful medium."

SLENDERELLA INTERNATIONAL

Larry Mack

THE WEIGHT REDUCING salons of Slenderella, Stamford, Conn., will be spending $1.5 to $2 million this year in radio. By next year, the budget will be up to $2.5 million.

The fabulous radio success story of Slenderella was recounted by its president, Larry Mack, who flatly stated: "We made money with radio. We made money as soon as we went on radio."

How Slenderella parlayed its use of radio into a big business (120 salons) in only a few years from five "Silhouette" shops has been noted before [B•T, June 4]. But Mr. Mack noted, Slenderella's technique always has been the same: Understate its story on radio, use commercials in the same period day after day and get the personality star on the local station to know what the product is about.

Slenderella today has its programs on more than 200 stations. It used radio because the medium permits the firm to stick to its advertising philosophy: companionship approach; no attempt to entertain but to talk "honestly and calmly;" use local touch for sincerity.

Slenderella, he noted, used network or "blanket" announcements, finding either technique acceptable and certainly winning as a combination. "We bought radio whether or not we had distribution in the market," Mr. Mack asserted, adding that Slenderella was a case of an advertiser forcing distribution to meet an advertising buy.

Mr. Mack disclosed Slenderella now believes it has built up a name and theme through radio which can be used for merchandising other products via tie-ins. But the first year, he said, Slenderella will break into Chicago with girdles and bras using the product name of Slenderella and using radio as its advertising.

"Radio," he declared, "is the biggest single factor in our advertising."

TETLEY TEA CO.

Edward Parker

FOR TETLEY TEA CO., the nation's second largest selling tea brand even though its distribution is limited to areas east of the Mississippi, radio is "our life blood," according to President Edward Parker.

He pointed out that Tetley has been using radio for several years, but never so successfully as this year. In the 1956-57 campaign year, the company is using the aural medium "almost exclusively," he reported.

Tea industry problems, Mr. Parker said, are such that tea advertisers must reach all economic groups and all areas with equal impact, but at the same time must be able to "heavy up" campaigns in certain areas and at certain times as developments dictate.

In drawing up its advertising plans, he said, Tetley decided that to do a proper job for its tea any medium must possess certain attributes, including: (1) deep penetration and impact; (2) frequency of impression; (3) broad physical coverage (in this case, east of the Mississippi), and (4) flexibility. On this basis, he continued, Tetley examined all media—and chose radio.

Tetley has found, Mr. Parker said, that by spot announcements it can tell its story to seven out of ten households every week; can concentrate on Wednesdays, Thursdays, and Fridays, when most shopping is done; can vary the weight of its campaign by area, by number of impressions, by day and hour, etc., in order to get maximum efficiency from its investment.

In short, he said, radio is "ideal" for Tetley. He added:

"Most important, of course, you don't stop betting on a horse when it's been winning consistently."

REALEMON-PURITAN

Irvin Swartzberg

RADIO'S ROLE in boosting ReaLemon-Puritan Co.'s sales 1,000% over the past 10 years was spelled out by President Irvin Swartzberg, who started the business in 1935.

He said he had "no bone to pick" with other media, but that "radio, both local and

TOPS In Showmanship!

TAKE finest television facilities, add an experienced, staff with a real flair for "Iowa Barn Dance Frolic" showmanship, and the result is a station with some of the Nation's best local programming—WHO-TV!

FACILITIES! Largest studios in Mid-West. Studio One is 50′ x 90′, Studio Two is 35′ x 70′. Complete kitchen also available. Equipment includes two 16 mm. movie projectors, one 35 mm. slide projector, one 4″ x 5″ opaque projector and one rear-screen projector with automatic 4″ x 5″ slide changer and 9′ x 12′ screen. Also big Mobile Unit, excellent Art and Photo Depts., plus complete color facilities, including two 16 mm. color movie projectors and one 35 mm. color slide projector.

PERSONNEL: A tremendous pool of Iowa Barn Dance Frolic talent, plus an imaginative, 35-man staff, headed-up by TV Program Director, Production Manager and 4 Television Directors. 525 cumulative years of show-business experience assure really professional local programming.

Yes, WHO-TV *is* "tops in showmanship"—another big reason why Iowans watch WHO-TV, respond to WHO-TV, with an enthusiasm and loyalty accorded to few television stations in America.

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

Greatest food merchandiser in America!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

● **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:

1. A minimum of **60 store calls** in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
2. A minimum of **20 special one-week displays.**
3. **20 days of Bargain Bar promotions** in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
4. Complete merchandising reports issued to you twice each 13 weeks.

● **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.

● **W-I-T-H Weekly Merchandising Service** with independent GA Stores.

● PLUS merchandising letters . . . PLUS trade paper advertising of *your* product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

WITH CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

national, has received the major share—up to 80% in some years—of our annual advertising budget and therefore must rightfully receive the major share of advertising credit for the growth of the ReaLemon business."

Despite the past summer's cool weather, which knocked some of his competitors' businesses down as much as 30-35%, Mr. Swartzberg said ReaLemon's sales this year have held to within 1% of the company's best year—and "we credit radio" for keeping the sales moving.

The company started in radio in the mid-1940's, using Paul Gibson of the CBS Housewives Protective League organization on WBBM Chicago for a quarter-hour a day, three days a week. "Almost like magic," Mr. Swartzberg said, ReaLemon began to move off grocers' shelves. With this success, the company continued Mr. Gibson and bought "replicas" of him in other cities (some worked, some were less successful).

The company goes for low-pressure selling, and likes its sponsored personalities to handle the commercials. It backs its radio use with heavy merchandising activities—in 1955, for example, on one network series, it arranged for some 1,500 local cut-ins.

In addition to straight personality sponsorships, ReaLemon has used quiz shows in many cities—again merchandising strongly.

Mr. Swartzberg said his firm was Dave Garroway's first sponsor—the Garroway low-pressure style was "right down our alley"—and also noted it had sponsored Arthur Godfrey, Don McNeill and Robert Q. Lewis, among others.

168,000 Spots in Summer

He denied ReaLemon has "soured on tv," pointing out it still uses television "in some cities." But $35,000 a week, his company felt, was a high cost for the amount of commercial time involved. Instead, ReaLemon found it could get 32 full one-minute commercials on three major radio networks—770 stations—and still be able to buy three full pages in *Reader's Digest* this past summer. ReaLemon radio spots during the summer alone totaled 168,000, he reported.

Mr. Swartzberg offered several observations out of ReaLemon's radio experience: radio "is still a terriffic advertising weapon"; it can give flexibility to fit almost any budget; an honest radio personality can create demand for a good product, but no personality can sell two dozen different products (stations should develop more good staff announcers to help handle selling chores); there should be better "programming" of commercials, with longer intervals between competing messages.

More generally, he said radio needs a "good searching look at itself"—a look which he said he realized radio is now getting—and it should advertise itself through other media. Why, for example, shouldn't radio advertise itself on television, he wanted to know, pointing out that tv uses radio for self promotion. He also said he personally felt radio should "do something" about news analysts who "slant" news, but that he was not in favor of "more regulation."

VIP'S AT RAB CLINIC

ROGER PRYOR (r), vice president of Foote, Cone & Belding, receives one of eight equal awards for most effective radio commercials from Radio Advertising Bureau President Kevin B. Sweeney.

A TRANSOCEANIC radio is presented Eastern Airlines Board Chairman Eddie Rickenbacker (r), speaker at the clinic's luncheon session, by RAB Board Chairman Joseph Baudino of Westinghouse.

JOSHUA EPSTEIN of Doyle Dane Bernbach Inc., describes creation of award-winning bread commercial for radio.

MITCH MILLER, head of Columbia Records' Popular Div., tells admen about procedures used by J. Walter Thompson in adapting currently popular song for use as Ford Commercial. Spots must have 'replay value,' Mr. Miller told the large audience.

DRAPER DANIELS, Leo Burnett Co. vice president, speaks on the Marlboro radio commercial.

JOSEPH STONE, vice president of J. Walter Thompson Co., tells about Ford singing commercials.

ADM. ARTHUR W. RADFORD, chairman of the Joint Chiefs of Staff, in a speech before a luncheon session, warns that the United States must not lower any part of its guard at the present time.

SEABOARD FINANCE CO.

Harold G. Simms

SEABOARD Finance Co., which grew up with radio, will allocate approximately $1 million of its national advertising budget to the medium this year, according to Harold G. Simms, vice president.

He singled out radio's contributions to the improvement of small-loan services as well as to the education of listeners regarding the availability of the company's services for the time-purchase of goods.

Seaboard, he said, originally chose radio because it was "virile," "exciting" and "new." That was some 30 years ago. Today, he said, radio has changed from those days but Seaboard still is investing sizeably in it.

During the war, Mr. Simms pointed out, Seaboard used newscasts heavily. Later the trend was to spots, "which served us even better." The company has used jingles extensively—and highly successfully.

"Seaboard," he said, "watches the source of new business very carefully. Each loan application includes a question of the source of the customer. By and large, we watch the bigger picture of company expansion, office by office and area by area. Radio is still our most potent productive source of business, at lowest cost."

Mr. Simms concluded: "We believe that radio, like our own business, is here to stay."

COLGATE-PALMOLIVE CO.

George Laboda

ALTHOUGH Colgate-Palmolive made headlines with its recent daytime purchases on CBS Radio—which were hailed as a "return" to radio—Radio-tv Director George Laboda stressed that "as a matter of fact, Colgate never left radio."

The company has used network and/or spot radio from the beginning, he noted, citing its round-the-clock news schedule on WMCA New York and sponsorship of *Tello-Test* on the Don Lee Network as long-standing examples of the relationship that has existed between Colgate and the aural medium for more than 20 years.

He conceded that through the years changes have occurred in Colgate's methods of using radio.

Colgate has many products, some of them competitive with each other, Mr. Laboda noted. Each is at its own stage of development and numerous factors relating to each one determine the marketing strategy, he continued. The company, he pointed out, must keep all these factors in mind and is continually appraising the values of each medium. In the course of these studies, Mr. Laboda said, Colgate found that there were ways to get strong "supplemental" values from radio. Colgate felt CBS Radio's segmentation plan offered the best possibilities in meeting the company's particular requirements, he said.

The "moral" pointed up by Mr. Laboda was that "radio today should be sold for its compatibility"—its ability to supplement, to fill in, rather than as competitive with other media.

He said he was sure radio will "have its ups and downs," and voiced the hope that it will be "more up than down."

UNION PHARMACEUTICAL CO.

Alan B. Cowley

THE BULK of Union Pharmaceutical's advertising in the past 10 years has gone into both spot and network radio. Alan B. Cowley, advertising manager of the firm, a subsidiary of Schering Corp., explained how it used both spot and network to the best advantage for its proprietary products; Inhiston cold tablets, Saraka laxative and Imra depilatories.

Mr. Cowley presented the reasoning behind radio's selection. One of Union's products, for example, had 20 to 30% of its total sales in one market and another 30% in four markets. In this case, the firm used spot. In another instance, the product's major season takes in about three or four months. Thus, network and spot are used, with high frequency during this relatively short season.

Noted were the variances in sales results of test campaigns. In one of these, a 30-spot weekly campaign for six weeks in key markets with 60-second announcements aired mostly in the daytime, gave "very little evidence of increased sales" and the firm became convinced that it would be better for this particular product if expenditures were placed over a long period of time with an increase in rural or small towns. But two test markets in which a campaign was run for 13 weeks increased sales 100%. And, he reported, the firm found that "hard sell and straight forward copy have worked the best."

Mr. Cowley stressed that radio reaches a "lot of audience" at lower cost than other media and that if a decision had to be made on "economy alone it would be radio." But, he warned, radio must still prove its worth to "management"—the top advertising planners—because radio does not have the "same glamor and excitement" which belong to television and which "leads to sales."

So far, he observed, budget makers are more "impressed" with spot than with network radio, although the exceptions are those network shows which have name stars (cited was *Breakfast Club*).

ENGLANDER CO.

Charles Lappen

THE ENGLANDER Co., Chicago, offers a "portrayal of a radio venture."

Its spokesman, Charles Lappen, vice president, described the mattress firm's $100,000 "Red Line" contest in a single market—New York City. Reason for the contest was to widen distribution and create recognition of a higher-priced and quality product, to create more store traffic and to introduce other Englander products to the market.

The spot campaign, through North Adv., Chicago, used WINS, WMCA, WMGM and WNEW. Aired were clues for a $100,000 draft. Clues were hidden under mattresses at the dealers. A full merchandising campaign accompanied the few-weeks long contest. Results:

It received more than 50% dealer coverage; an immediate pick up in sales of Englander products in the New York market was evidenced, and Englander's sales force received a push. Hinted Mr. Lappen: Englander may extend these contest campaigns to other markets.

RICHFIELD OIL CO.

Fred M. Jordan

SHOULD a radio advertiser, 25 years along an undeviated path of sales success, get out of the "rut"?

Fred M. Jordan, manager of advertising and sales promotion, Richfield Oil Co., Los Angeles, whose briefing was on "The Richfield Oil Campaign," replied:

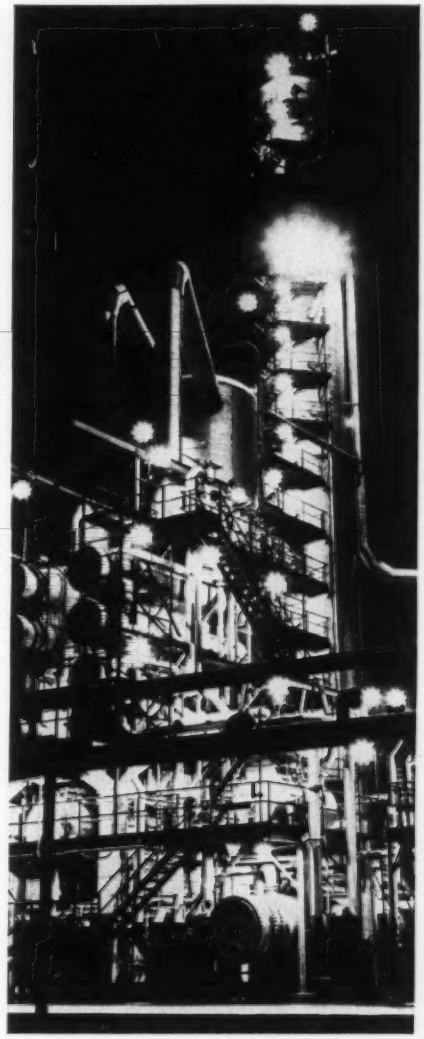
"We will stay in our 'rut' for another 25 years. We think it is that good."

The *Richfield Reporter*, on a 24-station NBC regional hookup, six nights weekly (10-10:15 p.m.), opens its program with trumpeting fanfare. This has become a "radio signature" on the West Coast. The news program, which actually started April 21, 1931, chalked up its 7,969th broadcast last Monday, the day Mr. Jordan spoke.

Mr. Jordan, who opened his talk after the typical fanfare was sounded (via tape playback), reviewed the history of the *Richfield Reporter*, which pioneered in radio news, leasing its own wires, hiring news services and setting up its own local coverage at a time when skeptics didn't think radio news would work—"We have the newspaper, don't we?"

The radio success met by Richfield has kept the company happy and satisfied with the results—so much so that even during trimming periods of its advertising budget (through depression, war and various ad-

Chicago,
Chicago,
That Petroleum Town—
One of the Top
Refining Centers
in the World!



. . . AND
CLARK SUPER 100 GASOLINE
SELLS CHICAGO
WITH WMAQ'S JIM MILLS

JIM MILLS produces the kind of customer response that really takes his sponsors places. Small wonder that one of his sponsors, Clark Super 100 Gasoline, has become the largest selling independent gasoline in the entire Middle West!

Twice each day, Monday through Friday (1:00-1:55 pm; 4:00-4:30 pm), Jim entertains, and *sells* to, millions of Chicago homemakers. His formula: popular music, humorous comment, and *persuasive believability*.

The products he sells: everything from beer to baby-food, from tobacco to toiletries, including, besides Clark Super 100 Gasoline, such national advertisers

as Bengay, Blue Bonnet Margarine, California Prunes, Chevrolet, Contadina Tomato Paste, Fox Head 400 Beer, Gerber's Baby Food, Hit Parade Cigarettes, Lipton Soup, Quaker Oats, Ralston Purina, Shinola, and Vim Vegetable Juice . . . *at an impressively low 26¢-per-thousand-listeners!*

Follow the leaders, like Clark Super 100 Gasoline, who really *know* the Chicago market! Contact NBC Spot Sales, and get extra mileage for your advertising dollars on the JIM MILLS SHOW! In New York, call your NBC Spot Sales Representative for a Radio-Phonic Spot Buying audition by telephone.

WMAQ

NBC

Radio leadership station in Chicago

SOLD BY NBC SPOT SALES

ministrations), the *Reporter* continued to trumpet the news—and commercials of Richfield's petroleum products. No essential change has been made in format over the 25-year history. And, noted Mr. Jordan, this does not indicate "we are in a format 'rut' " so much as the fact "we picked the proper format in the first place."

This formula has included the use of the UP wire for 25 years (its own direct service wire), employment of its own news editor and strict adherence to "impartiality in news coverage." The veteran show over the years has stuck with NBC as the network facility, and with the same agency, Hixson & Jorgensen, Los Angeles.

Mr. Jordan detailed the program's cost per thousand, noting that the cost of advertising in a regional monthly publication is $4.60; in a weekly news magazine is $3.80, by post card, $18, and via the *Reporter*, $1.98 (and, he said, "this would be even lower if the plusses of out-of-home listening were included"). The program is carried in California, Oregon, Washington, Arizona and Nevada.

Thus, concluded Mr. Jordan, this "goodwill ambassador" of Richfield's also is "justified on hard, cold dollars alone," being cheaper for its "effectiveness even if the same advertising was placed on spot on the same stations." It accomplishes the mission that Richfield has set for it, reaching motorists in or away from the home, the housewife and the shopkeeper.

"This is one advertising activity that has carried on like Tennyson's brook," observed Mr. Jordan, who felt he had to make just one other point, that of a typical writer—an aged woman—who told Richfield she wanted to tell the firm she "has gone to bed at 10 p.m. with your 'reporter' for over 13 years."

AMERICAN AIRLINES INC.

James Cobb

SPOT ANNOUNCEMENTS and program sponsorship of *Music 'Til Dawn* on CBS Radio o&o's make up American Airlines entry in radio advertising, and, noted James Cobb, vice president of advertising, this use of radio reflects what is happening throughout the airline industry:

"Radio advertising expenditures are going up."

American Airlines' use of spot is for its Royal Coachman service. These announcements use the horn sound played by the coachmen of earlier times. Mr. Cobb asserted that a large percentage of its coach users learned about the service solely via the spot announcements.

The all-night sponsorship on the CBS Radio stations (11:30 p.m. to 5:30 a.m.) features quality music, news and weather reports with the commercial emphasis on "soft sell." More "unsolicited response" from this radio program has been received by American than from any other medium it uses. Even after three years of this program's existence, the firm receives 1,200 letters per month and many phone calls.

U. S. STEEL CORP.

Robert C. Myers

". . . RADIO is still one of the most vital and effective methods ever devised to sell American products to American people," Robert C. Myers, director of market development for U. S. Steel Corp., told the clinic audience.

His presentation dealt with U. S. Steel's forthcoming "Operation Snowflake," in which U. S. Steel is using spot radio for the first time and through which a sizeable market for local tie-in sales is opened up for stations individually.

"Operation Snowflake" is the annual promotion in which U. S. Steel backs the sale of major appliances for Christmas: "Make it a white Christmas—give her a major appliance" is the byword. Local dealers, distributors, banks, utilities, etc., tie into the promotion, using the "Snowflake" symbol and slogan but pushing the sale of their own specific products and services.

U. S. Steel, Mr. Myers said, is buying time on 54 radio stations (in addition to messages on the tv *Steel Hour* and in print media), and also has prepared a comprehensive radio kit which is available to all other stations upon request. The kit, for use in selling local businessmen radio time for their own promotions tied in with the "Snowflake" theme, includes a booklet on "How to Make the Most of Snowflake Advertising," designed primarily for station representatives; suggested commercial scripts; a transcription of the Snowflake audio symbol, for use as a theme for local Snowflake tie-in broadcasts; material for use on local homemaker programs, and a return card to assist U. S. Steel in designing future kits.

U. S. Steel's interest in promoting *Snowflake*, Mr. Myers explained, is that anything that helps to sell products made of steel, helps to sell steel. As an example of the promotion's magnitude, he noted that last year 108 appliance manufacturers, 128 banks, and 248 utilities tied in with *Snowflake*, while 26,000 retail promotion kits were ordered, and 1,248 newspapers carried 8,064 pages of advertising. In all, the promotion last year attracted more than $5 million in tie-in advertising.

This is the first year that U. S. Steel has bought radio time for *Snowflake*. But radio is playing an important part, Mr. Myers made plain. U. S. Steel, he said, believes that "radio belongs in any well-rounded tie-in with *Snowflake*, and we're saying so."

NAT'L SPOT RADIO CONTINUES CLIMB

September time sales total $10,893,000, a 14.9% rise over the 1955 period, according to SRA report.

NATIONAL spot radio continued its upward climb in September, registering time sales of $10,893,000, a 14.9% gain over the September 1955 figure of $9,478,000.

This comparison highlights a Station Representatives Assn. report being released today (Monday) by Larry Webb, SRA managing director. The September upsurge is an extension of national spot radio's high level of activity during 1956 to date, SRA asserted, pointing out that for the first nine months of the year the medium is 20.7% ahead of the corresponding period of 1955. These totals are $97,226,198, as against $80,580,000 in 1955.

SRA figures are based on compilations made by Price, Waterhouse Co.

SRA viewed prospects as "rosy" for national spot in the final quarter of this year. It pointed out that the medium can expect "the usual flurry" of cold remedy business, but added that the automobile industry is "healthier" than a year ago and the introduction of new cigarette brands is responsible for "large new orders." SRA estimated that cigarette brand expenditures in spot radio currently are running in excess of $10 million annually.

The report observed that heavy saturation campaigns are "causing some difficulty" in scheduling commercials. It suggested that "a partial solution" might be to press for orders in nighttime periods, rather than in "popular" morning and the "before and after supper" periods.

Part of the present substantial growth in national spot radio, Mr. Webb said, can be traced to television. He claimed television is "teaching many advertisers the fundamental value of spot strategy." Mr. Webb explains that many advertisers who found television too costly or who could not secure acceptable network programming or time tried tv on a spot basis. Such advertisers, he continued, learned the value of spot, and moved from spot tv to spot radio.

Here is SRA's monthly comparison of national spot radio time sales:

Month	1956	1955	% Increase
Jan.	$10,192,000	$8,556,000	19.1
Feb.	11,031,000	8,890,000	24.1
March	11,699,000	10,190,000	14.9
April	9,704,000	9,311,000	4.2
May	11,632,000	9,124,000	27.5
June	11,389,000	8,753,000	30.0
July	10,196,000	8,029,000	27.0
Aug.	10,601,000	8,249,000	28.5
Sept.	10,893,000	9,478,000	14.9
Total	$97,226,000	$80,580,000	20.7
Oct.		11,578,000	
Nov.		11,639,000	
Dec.		10,260,000	
Total 1955		$114,066,000	

4 REASONS

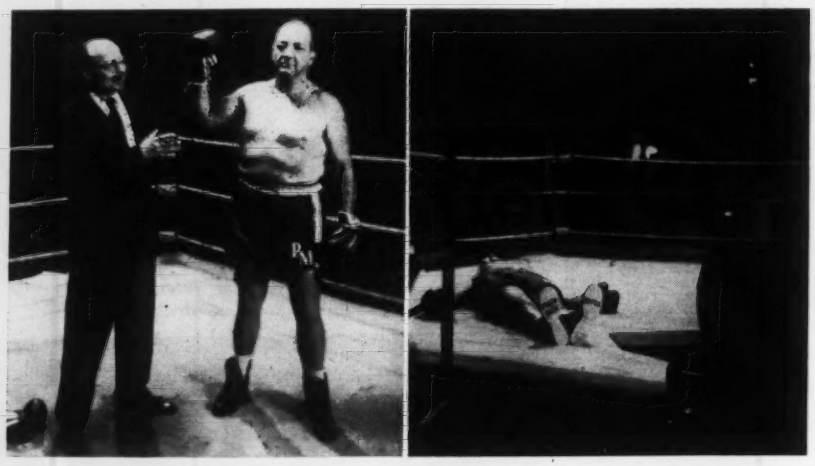
why you should allocate for the FLORENCE, S.C. MARKET

- ONLY VHF IN 78 MILE AREA
- 1¼ MILLION PEOPLE IN 100 UV/M
- $1¼ BILLION EFFECTIVE BUYING INCOME
- 4th LARGEST MARKET IN BOTH NORTH AND SOUTH CAROLINA

Recent evidence of pulling power resulted from a campaign by a meat packing company. Results: 94,763 post cards sent to WBTW in 11 days! Similar campaigns offer positive proof of results in the thriving WBTW market!

Discover more specific reasons why you should allocate for the Florence market! Contact CBS Television Spot Sales or WBTW.

JEFFERSON STANDARD
BROADCASTING COMPANY



PREVIEW: MAXIE TAKES THE COUNT FOR PAPER-MATE PENS

FROM vertical to prone in seven easy takes—that was the record compiled by Slapsie Maxie Rosenbloom in an unusual boxing bout at Kling Film Studios, Chicago. But it was all for a good cause: a Paper-Mate commercial filmed for the Archie Moore-Floyd Patterson fight on NBC-TV Nov. 30.

The script called for an imaginary opponent's eye-view of Slapsie Maxie fighting his greatest fight, after facing Dave Savitt, Kling cameraman, at the opening (first picture). When the fight was over, as described by sportscaster Jack Brickhouse, Mr. Rosenbloom applied the appropriate cliche-clincher: "He never laid a glove on me." (But—see second picture).

Kling claims championship speed in setting up and shooting the commercial. After receiving the initial order at 2 p.m. one day, it had cameras rolling, complete with 25 extras and regulation ring, at 8:30 the next morning.

Business was placed through Foote, Cone & Belding, Paper-Mate agency.

Reynolds Buys Auto Show For One Hour on CBS-TV

CBS-TV will present a special one-hour live remote telecast of the National Automobile Show, presenting a combined industry showing of all 1957 American automobiles produced by the nation's five major manufacturers from the New York Coliseum on Dec. 9 (5-6 p.m. EST). The special show will be sponsored by Reynolds Metals Co., Richmond, Va., through Buchanan & Co., New York, and Clinton E. Frank, Chicago.

The program marks the first time that the National Automobile Show will be televised and also the first time that a show will be carried from New York's newly-constructed Coliseum. Earlier efforts to telecast a program from the Coliseum had failed because of a jurisdictional dispute between the International Brotherhood of Electrical Workers and International Alliance of Theatrical Stage Employes over which union would handle television lighting. A CBS-TV spokesman said that no difficulty is expected because regular Coliseum lighting will be used.

Pabst Continues 'Fights'

PABST BREWING Co. not only will continue part sponsorship of *Wednesday Night Fights* on ABC radio-tv but has arranged for several additional matches and will step up its merchandising aids, the company has announced.

Following a meeting with officials of ABC and the International Boxing Club, Marshall S. Lachner, Pabst president, scored "rumors that we are dropping sponsorship of the fights" and cited plans for "several proposed matches," including a championship fight in December.

SSC&B's John Hosch Dies

JOHN HARRISON HOSCH Jr., 50, vice president, Sullivan, Stauffer, Colwell & Bayles, died Oct. 27 at Roosevelt Hospital, New York. Mr. Hosch also had been a vice president of J. Walter Thompson, director of Ward Baking Co. instructor in advertising and selling at the U. of Georgia and last year was part time instructor at Columbia U. He is survived by his wife, Mrs. Jeanette Austin Hosch,

Burnett Moves in Chicago

LEO BURNETT Co. last week completed move of its Chicago office from the London Guarantee Bldg. to the new Mid-America Prudential Bldg. Richard N. Heath, Burnett president, said new space would incorporate the latest equipment, including studios for experimental tv films, closed circuit television and a pneumatic tube system. The agency will occupy the 11th through 15th floors of the building.

Nielsen Finds 71% Tv Homes Spend 2:45 Hours on Day Tv

BETTER than 71% of all tv homes watch television in daytime, spending an average of 2 hours and 45 minutes with the medium between 6 a.m. and 6 p.m. on week days, according to new A. C. Nielsen Co. data released last week by Television Bureau of Advertising.

Releasing the data as broken down by 3, 6, 12, and 18-hour spans, TvB president Norman E. Cash asserted: "It is significant to note that over seven of every ten tv homes view daytime tv in the average weekday, and each home spends 23% (2 hours, 45 minutes) of the 12-hour span with tv. The figure for daytime viewing translates into nearly 25 million daytime viewing homes, more than the total tv homes just three years ago. If there were any doubting Thomases about the strength of daytime tv, the figures should assist in dispelling their attitude."

By time spans, TvB summarized the data as follows (it covers the period March 5-9):

Time	% Tv Homes	Average Time Per Homes Reached
Three-Hour Span		
6-9 a.m.	20.0	:41
9 a.m.-noon	36.8	1:13
Noon-3 p.m.	44.3	1:19
3-6 p.m.	59.2	1:21
6-9 p.m.	85.4	1:59
9 p.m.-midnight	82.7	1:46
Six-Hour Span		
6 a.m.-noon	41.3	1:25
Noon-6 p.m.	66.7	2:04
6 p.m.-midnight	90.2	3:30
Twelve-Hour Span		
6 a.m.-6 p.m.	71.1	2.45
Eighteen-Hour Span		
6 a.m.-midnight	92.5	5:32

Exodus of Mars Account From Burnett Indicated

MARS INC., Chicago, last Thursday indicated termination of its estimated $2 million account with Leo Burnett Co., same city, effective Jan. 1, and that it is now in the process of screening other agencies. A new appointment is likely to be made this week.

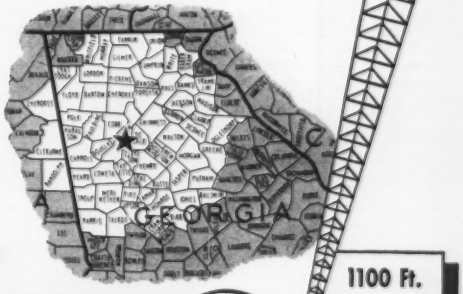
The candy manufacturer currently sponsors the *Buffalo Bill* film package in 65 markets and carries a spot campaign for its Milky Way candy in 36 markets. It also has been a participating sponsor in ABC-TV's *Mickey Mouse Club.*

Mars spokesmen would not officially confirm its severance with Burnett but said a formal statement along that line would be issued this week.

The announcement also is expected to report the promotion of Herbert D. Lehrter from chief of market research to general advertising manager. V. H. Gies is vice president in charge of advertising and sales and B. A. Bouchard general sales manager.

WHEN YOU BUY ATLANTA...BUY waga-tv AND TAKE A BIGGER LICK AT THE MARKET!

Atlanta is the hub of a 60-county market that is covered thoroughly by WAGA-TV. Compared with other TV stations in Atlanta you reach over 17% more people with more than $300-million in spendable income. WAGA-TV gives you a bigger lick at this bigger market with its taller tower, full power, CBS-TV and highest ARB and Pulse ratings.



TOP DOG IN THE NATION'S 21st MARKET

Represented Nationally by
THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St.—TOM HARKER, *Vice President and National Sales Director* • BOB WOOD, *National Sales Manager*
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

53.8% of Account Executives Lack Contracts, Survey Shows

AN INDEPENDENT sampling of small, medium and large agencies conducted on the eastern seaboard by the League of Advertising Agencies Inc., New York, claims a majority of account executives do not have written contracts with their agencies. Percentages reported in the sampling: 53.8 without and 46.2 with contracts.

The league also reported that 38.7% of the responding agencies share the 15% agency commission on a 50-50 basis with their account men, while 30.3% allow 5 to 7% of the 15% gross to their account executives.

Also revealed: 62.5% of the agencies expect their account executives to prepare their own media schedules and plans while 46% also expect them to prepare their own copy.

A majority of agencies split incomes with account men on such items as outside production billing and both inside and outside art work, the league concluded. Many agencies, however, added a 10% mark up for overhead before the split.

COFFEE IN BALTIMORE TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL NETWORK INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Sanka Instant (Young & Rubicam)	2	1	4 1/3	88
2.	Nescafe (Bryan Houston)	1	1	4	56
3.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	3	1	4 1/3	53
4.	Maxwell House (Benton & Bowles)	3	1	3	43
	Regular	(1)	(1)	(1 1/3)	(16)
	Instant	(2)	(1)	(1 2/3)	(27)
5.	Chase & Sanborn Instant (Compton)	2	1	4	17

BALTIMORE INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	3	3	25 2/3	373
	Regular	(1)	(3)	(12)	(200)
	Instant	(2)	(3)	(13 2/3)	(173)
2.	Sanka Instant (Young & Rubicam)	2	1	4 1/3	111
3.	Nescafe (Bryan Houston)	1	2	10	75
4.	Luzianne (Walker Saussy)	—	2	12	59
5.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	3	1	4 1/3	34
6.	Decaf Instant (Dancer-Fitzgerald-Sample)	—	1	1	34
7.	Chase & Sanborn Instant (Compton)	2	1	4	12
8.	Ehlers (Dowd, Redfield & Johnstone)	—	1	1	9
9.	Boscul (Arndt, Preston, Chapin, Lamb & Keen)	—	1	½	0.1

In the above summary, the monitoring occurred the week ending Sept. 22, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.

Insurance Firm Again Buys 'Christmas Sing With Bing'

FOR THE second straight year, CBS Radio will present a special hour-long Christmas Eve broadcast, titled *Christmas Sing With Bing* (9-10 p.m. EST). The Insurance Co. of North America, Philadelphia, will sponsor the program, as it did last year. Agency is N. W. Ayer & Son, New York.

The program will spotlight Bing Crosby singing Christmas carols and other Yuletide songs. Others who will perform are singer Rosemary Clooney, the Normal Luboff Choir and Paul Weston and his orchestra. A feature of the show will be pickups from the Vatican Choir in Rome, the Salt Lake Tabernacle Choir in Salt Lake City, and a choir of soldiers stationed in Korea.

Prudential Puts 'Air Power' In Its Sunday CBS Slot

PRUDENTIAL INSURANCE Co. of America will sponsor the new 26-part film series, *Air Power*, produced by CBS Public Affairs in cooperation with the U. S. Air Force. Featuring news correspondent Walter Cronkite as narrator, *Air Power* will be slotted in the time period (Sundays, 6:30-7 p.m. EST) usually occupied by Prudential's *You Are There* program.

To launch the series—depicting the development of flight and its impact on the 20th Century—Prudential will sponsor a full-hour Nov. 11 (6-7 p.m.), summarizing the present state of air power. The remaining shows will be half-hours. The regular *You Are There* format is slated to pick up again after the conclusion of the special *Air Power* series.

L&N Opens in S. F.

LENNEN & NEWELL, in a west coast expansion, has opened an office in San Francisco under the supervision of Ray N. Peterson to service the Stokely-Van Camp account formerly handled by Calkins & Holden. Mr. Peterson formerly had his own food brokerage firm in Denver and for 15 years was advertising manager of Stokely. New L&N office is in the Russ Bldg., telephone Douglas 2-5771. L&N also has a radio-tv production office in Beverly Hills.

WGN Inc. Appoints FC&B

FORMAL appointment of Foote, Cone & Belding, Chicago, as agency for consumer advertising of WGN and WGN-TV that city was announced Thursday by Ward Quaal, vice president and general manager of WGN Inc. The agency has been active on the account since Oct. 1 and some campaigns already are in progress. The appointment was designed to augment plans of the *Chicago Tribune* radio-tv properties for "extensive promotion" of WGN Inc.'s new operation, with emphasis on "quality programming", Mr. Quaal stated.

Photo by FABIAN BACHRACH

"KMTV builds Whitehall Pharmacal Product Sales in the Omaha Area."

says John Kucera, Assistant Vice-President and Media Supervisor, Ted Bates & Co., Inc.

"KMTV's dominant coverage of its rich metropolitan and rural area is an important consideration in scheduling spot television for Whitehall Pharmacal," Mr. Kucera states.

"Sales experience has proved the value of KMTV's loyal following in this vast market area", Mr. Kucera added.

KMTV's low Channel 3, maximum power and flat midwestern terrain combine to insure a powerful signal that blankets a multi-state market with an annual buying income of almost two-and-a-quarter billion dollars.

***TOP SPOT* 20—KMTV is among the top spot 20! Of 267 stations participating in an N. C. Rorabaugh Co. survey of 181 markets for the first quarter of 1956, KMTV was among the top 20 stations in the number of national spot accounts. (July, 1956 Television Age.)**

Profit now from the experience of successful local and national advertisers—In Omaha, the place to be is Channel 3. See Petry today.

KMTV MARKET DATA*

Population	1,536,900
TV Homes	373,000
Families	477,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

*Survey of Buying Power

COLOR TELEVISION CENTER

KMTV
CHANNEL 3
MAY BROADCASTING CO.

NBC-TV
ABC-TV
OMAHA

Represented by
Edward Petry & Co., Inc.

A SLIDE-STUDY presentation of the Asheville-Greenville-Spartanburg market was made to executives of some 20 advertising agencies in New York within the past 10 days by Charles Britt, executive vice president of WLOS-TV Asheville, N. C. Witnessing one showing are (l to r): Don Proctor, Young & Rubicam; Charles Buccieri, Y & R; Tom Viscardi, Y & R; Mr. Britt; John Sweeney of Venard, Rintoul & McConnell, station representative for WLOS-TV; Lloyd Harris, Y & R, and Steve Rintoul, VR & M.

AYER USES NEW WAY TO PURCHASE SPOTS

Agency institutes plan of sending definite orders to radio and tv stations without waiting to get and study availabilities.

A NEW PATTERN of tv and radio spot buying has been developed by N. W. Ayer for its recent spot schedule for the new Plymouths, the agency announced last week.

Usually the agency uses the regular system of asking stations to submit availabilities —and then selects the best ones. But because of competitive car manufacturers, makers of cold remedies, auto winterizing campaigns and election announcements all competing for time, the agency felt that the best availabilities would probably be sold elsewhere before they could be ordered.

As a result, it instituted the plan of sending definite orders to the stations for one-minute or 20-second films spots, or for one-minute radio spots, without waiting to get and study availabilities.

The letters stated the budget for the station for the new campaign and explained that it was to start after 6 p.m. on Oct. 29 and end no later than 5:59 p.m. on Dec. 10.

Each letter gave an estimate of the number of spots per week and the number of weeks which the budget was expected to cover on the station. Time preferences were given, the type of audience desired was described and (for tv) a request was made for spots with at least an average or better than average evening rating. Additionally to make clearance easier, the usual 30-minute separation between Plymouth spots and those of other automotive accounts was cut to 15 minutes.

The entire system was explained to station representatives in New York at preliminary meetings.

"We feel that this system worked very well in solving the problem of a tight market for good spots," said George M. McCoy Jr., manager of Ayer's broadcast media department. "The stations seemed to like it because they got their orders quickly and could act at once to clear spots.

"We feel that Plymouth benefitted by getting better spots than could have been obtained otherwise. Among these were such spots as Monday at 8 p.m., between *Robin Hood* and *Burns & Allen*, Tuesday between *Name That Tune* and *Phil Silvers Show*, and Wednesday at 8:30 p.m. in the middle of Arthur Godfrey. These and many other spots are the type that very likely would have been sold before we could buy them, if we had asked for a list of availabilities. Obviously we will not use this system regularly, but it has produced excellent results under the competitive buying conditions which existed this fall."

BBDO Creative Heads Named for Philco

BBDO last week announced the appointment of new creative heads in Cleveland and Buffalo and personnel alignment for its newly acquired Philco account.

Carlton H. Davis, vice president and creative head, Buffalo office, has been appointed head of creative services in the agency's Cleveland office. He will be succeeded by Carl D. Halbak, Buffalo copy chief. Jack M. Bristow, vice president and account executive, also of the Buffalo office, was transferred to Cleveland as vice president in charge of General Electric Co.'s lamp division account.

BBDO President Ben Duffy (left) confers with Philco President James M. Skinner Jr.

Mr. Davis, with the agency since 1929 and elected a vice president in 1953, will supervise creative work for General Electric, B. F. Goodrich and Timken Roller Bearing Co. Mr. Halbak who joined BBDO in 1949, was appointed copy chief in 1954. Mr. Bristow, with BBDO since 1948, formerly had been media director for all accounts of Firestone Tire & Rubber Co., Akron.

Nathan Tufts will be account supervisor on Philco, which is serviced through BBDO, New York; Lee G. Offen will be account executive for the electronics division, including tv and, radio sets and phonograph equipment; Philip C. Carling was named account executive on room air conditioners, refrigerator, home freezer and kitchen range units and Thomas P. Keating Jr. on home laundry lines. Other assignments on the Philco account include: Edward R. Hanslip Jr., account executive, merchandising and promotion; John Bunch, account executive, cooperative advertising, and Martin Rokeach on account service for television and radio. The Philco appointments were announced by BBDO President Ben Duffy.

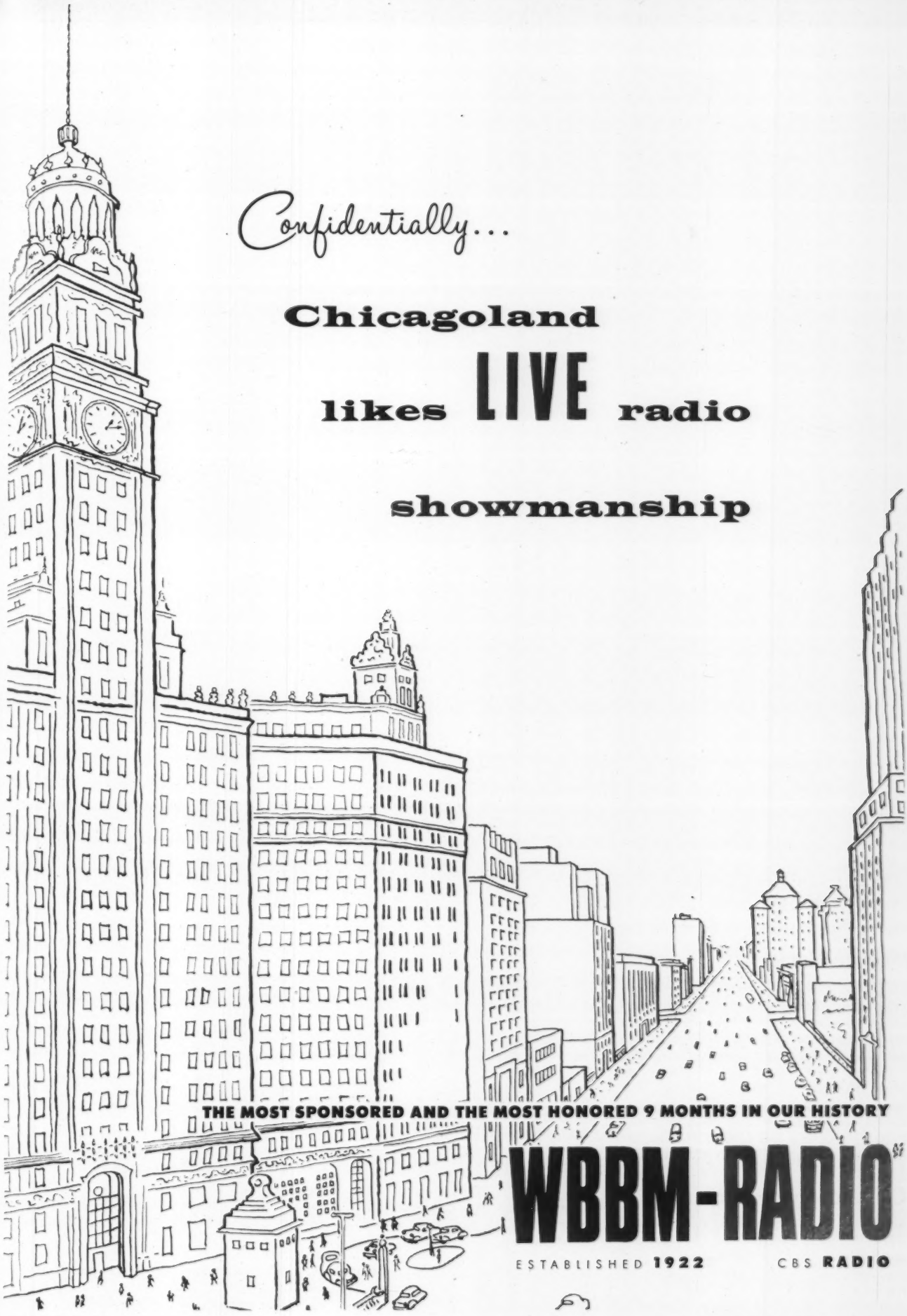
Avco Cuts Manufacturing; Philco Buys Bendix Line

A MAJOR manufacturer of household appliances—Avco Mfg. Corp.—last week announced it would quit that business to concentrate on other lines. Involved is the Crosley line of refrigerators, freezers, radio and tv receivers and ranges. Its Bendix home laundry division (automatic washers, dryers and combination washer-dryers) will be sold to Philco Corp.

Avco, for Crosley and Bendix, has been a major radio and tv advertiser. The Crosley Broadcasting Corp. is a wholly-owned subsidiary that operates four tv stations, (Cincinati, Dayton, Columbus and Atlanta) and one radio station—WLW Cincinnati.

In announcing the decision in a letter to stockholders made public last week, Victor Emanuel, Avco's board chairman and president, commented that the broadcasting operation "continues with highly satisfactory operating results. Its future outlook is favorable." Other operations unaffected include American Kitchens Div.; Moffats Ltd. (Canadian subsidiary); Research and Advanced Development Div.; Crosley Div. (other than consumer products); New Idea and Ezee Flow Divs.

Mr. Emanuel told the stockholders that the decision to drop Crosley and Bendix consumer products was an outgrowth of "an industry-wide situation." He noted that since 1953 competition in major home appliance and radio-tv set fields "has become increasingly severe," and that a large number of manufacturers have withdrawn from the field.


Confidentially...
Chicagoland
likes LIVE radio
showmanship
THE MOST SPONSORED AND THE MOST HONORED 9 MONTHS IN OUR HISTORY
WBBM-RADIO
ESTABLISHED 1922
CBS RADIO

COMING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 7 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Nov. 21, 28).

Nov. 9 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Nov. 16, 23).

Nov. 11 (1-1:30 p.m.) *Heckle & Jeckle Show,* sustaining (also Nov. 18, 25).

Nov. 13 (9:30-10 p.m.) *Red Skelton Show,* Pet Milk Co. through Gardner and S. C. Johnson & Son through Foote, Cone & Belding.

Nov. 19 (10-11 p.m.) *Our Mr. Sun,* Bell Telephone Co. through N. W. Ayer.

Nov. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Nov. 5-9 (3-4 p.m.) *Matinee,* participating sponsors (also Nov. 12-16, 19-21, 23, 26-28, 30).

Nov. 5 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Nov. 19, 26).

Nov. 6 (7:30-7:45 p.m.) *Jonathan Winters Show,* Lewis Howe Co. through Dancer - Fitzgerald - Sample, and Vick Chemical Co. through BBDO (also Nov. 13, 20, 27).

Nov. 6 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Nov. 13, 20, 27).

Nov. 7 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson Co. (also Nov. 14, 28).

Nov. 8 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 15, 22, 29).

Nov. 9 (8:30-9 p.m.) *Walter Winchell Show,* Toni through North Adv., and R. J. Reynolds Co. through William Esty on alternating weeks (also Nov. 16, 30).

Nov. 10 (8-9 p.m.) *Perry Como Show,* participating sponsors (also Nov. 17, 24).

Nov. 11 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs (also Nov. 25).

Nov. 11 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

Nov. 12 (8-9:30 p.m.) *Producers' Showcase,* "Jack & the Beanstalk," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.

Nov. 18 (2-4 p.m.) *NBC-TV Opera Theatre,* "La Boheme," sustaining.

Nov. 24 (9-10:30 p.m.) *Saturday Spectacular,* "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.

Nov. 25 (9-10:30 p.m.) *Hallmark Hall of Fame,* "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

Nov. 27 (9:30-10:30 p.m.) *March of Medicine,* Smith, Kline & French through Doremus-Eshleman.

Nov. 30 (9-10 p.m.) *Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald.

[Note: This schedule will be corrected to press time of each issue of B•T]

Mueller Names C&H

C. F. MUELLER Co., Jersey City, with an approximate $1.2 million budget, has appointed Calkins & Holden, New York, as its advertising agency. Account had been serviced by Scheideler & Beck, New York, whose principal executives are moving to Bryan Houston Inc. [B•T, Oct. 29]. The Scheideler & Beck agency itself is expected to close down shortly. Two other accounts, Reiska vodka and *Newsweek* magazine, are expected to switch to Bryan Houston Inc.

Chicago Agencies Merge

MERGER of Clarence H. Russell & Assoc. with Critchfield & Co., both Chicago, and appointment of Clarence Russell as vice president and creative director, was announced last week by E. P. Nesbitt, president of the Critchfield agency. Critchfield bills an estimated $2 million annually, with roughly 15% in radio-tv. Joining the agency with Mr. Russell are Vincent Brown as associate art director and John A. Grandland as account executive. Consolidation was effective Nov. 1.

AGENCY APPOINTMENTS

Toni Co., Chicago, appoints North Adv. Inc., same city, for its new skin conditioning lotion, Soft'ning.

Cloverdale Farms Co., Binghamton, N. Y., appoints Barlow Adv. Agency, Syracuse.

Sabena Belgian World Airlines, N. Y., appoints Marschalk and Pratt Division, McCann-Erickson, N. Y., effective Nov. 1.

Old Dutch Coffee Co., N. Y., appoints J. M. Mathes Inc., same city, effective immediately.

WFBR Baltimore, Md., appoints W. B. Doner & Co., same city, to handle advertising.

NETWORK NEW BUSINESS

Rod's Food Products, L. A., through Edward J. McElroy Adv. Inc., same city, signed for twice-weekly participations on *Panarama Pacific,* nine-station hook-up of Columbia Television Pacific Network. Contract for 13 weeks, effective Nov. 15.

Bissell Carpet Sweeper Co., Grand Rapids, Mich., through N. W. Ayer & Son, Chicago, has purchased year-long schedule of participations in NBC-TV's *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST) starting next year. Contract calls for 14 participations scheduled to coincide with Bissell's big spring housecleaning, fall and Christmas campaigns.

A&A PEOPLE

Elroy Scrivener has been elected vice president of McCann-Erickson Corp., N. Y.

Robert C. Bullen, account executive for Amana home freezer, with MacFarland, Aveyard & Co., Chicago, elected vice president.

Charles A. Conrad, Ruthrauff & Ryan Inc., N. Y., to Dancer-Fitzgerald-Sample Inc., same city, account executive.

Louise Crocker, media department head, W. B. Doner & Co., Baltimore, to Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia, media department.

John L. West, Young & Rubicam, N. Y., to Continental Baking Co., same city, in newly created position of assistant advertising manager.

Gerald J. Johnson, Ellington & Co., N. Y., to Reach, Yates & Mattoon Inc., same city, as copy contact executive.

Roberta Hess, Norge Sales Corp., Chicago, to Kenyon & Eckhardt, same city, as copywriter.

Alfred A. Frantz, Carl Byoir & Assoc., to J. M. Mathes Inc., N. Y., public relations and publicity department.

Daniel J. Duffin, Sam J. Gallay Adv., N. Y., to Arndt, Preston, Chapin, Lamb & Keen Inc., Philadelphia, publicity department.

Eugene Ortiz, art director, Edward Kletter Assoc., N. Y., to Geyer Adv., same city, as tv art director on American Home Foods and Boyle-Midway accounts.

Robert Lee Barnes, copy chief, Dan Ebberts Adv., Los Angeles, to Charles Bowes Adv. Inc., same city, copy staff.

William O. Ricker, assistant advertising manager and divisional representative, Grange League Federation and **Guy C. Wallace,** head of radio-tv, Platt-Forbes, to N. W. Ayer & Son. Mr. Ricker joined copy department, Philadelphia office and Mr. Wallace, production staff, New York.

BISCAYNE SHOPPING PLAZA — One of Miami's many new shopping centers.

View showing some National Retail Shops & Super Self-Service Drug Store.

LINCOLN ROAD: Miami Beach's nationally famous exclusive shopping area.

FLAGLER STREET: Shopping center of busy downtown Miami.

***Metropolitan Miami**

19th in the nation in
FOOD & DRUG SALES
19th in Total
AUTOMOTIVE SALES
20th in Total
RETAIL SALES
22nd in Effective
BUYING POWER
25th in
POPULATION
*Sales Management May, 1956

From every point... *a great market!*

WCKT's 1000 ft. tower and 316,000 watts of power blankets the fabulous Gold Coast from Key West in the south and north to Vero Beach with the most powerful signal and coverage in South Florida.

WCKT · CHANNEL 7 · MIAMI

Niles Trammell, President

NBC BASIC TELEVISION AFFILIATE

SOLD BY NBC SPOT SALES

NTA, 20TH CENTURY-FOX SIGN GIGANTIC DOUBLE AGREEMENT

NTA to buy library of 390 movies for record $30 million. At same time, Hollywood film company purchases 50% interest in NTA Film Network. Amount involved in latter transaction not divulged. In third deal NTA contracts for four half-hour series.

IN PERHAPS the most extensive tie-up between motion pictures and television to date, National Telefilm Assoc., New York, last week committed itself to purchase tv rights to a library of 390 motion pictures from 20th Century-Fox Film Corp. for $30 million, and in a separate transaction sold the motion picture company a 50% interest in its NTA Film Network.

The library of pre-1948 films has been divided into five packages each composed of 78 features, and under the agreement NTA immediately acquires rights to 156 feature films for a minimum license fee of $5,850,000 for each group with the product deliverable over a two-year period. The agreement also commits NTA to purchase the three subsequent packages of films, totaling 245 motion pictures, for a minimum fee of $5,850,000 each during the following three years. 20th Century-Fox, however may elect to sell the three packages for a higher fee and in that eventuality NTA may meet this figure or reject.

Ely Landau, NTA president, indicated at a news conference in New York last Thursday that the probability of three packages reverting to another distributor is "remote." He pointed out that the motion picture company and NTA are "partners" in the NTA Film Network, adding that the studio desired this "out" clause if the economics of the television industry dictate a higher figure for feature film product two years from now.

Other significant features of the agreement, concluded between Mr. Landau and Spyros Skouras, 20th Century-Fox president, set the licensing period at from five to seven years, with NTA gaining rights to the longer period if it does not attain stipulated gross billings in five years; provided that the motion picture studio will participate in proceeds of the sales after a prescribed gross is reached, and set the minimum number of pictures to be delivered to NTA within a year at 78.

Mr. Landau said that of the initial 176 films to be delivered to NTA, about 39 will be earmarked for the NTA Film Network, which started service to 110 stations on Oct. 15. National sponsorship of the 1½ hours of programming has not been secured by the network, but Mr. Landau expressed confidence that the availability of 20th Century product would sharpen sponsor interest. No plans have been set for showing the new films on the network.

He declined to elaborate on the terms under which the studio acquired a 50% stock interest in the NTA Film Network. He insisted the transaction was "entirely separate" from the tv licensing of the 20th Century packages, but would provide no financial details.

In a corollary transaction, 20th Century-Fox has undertaken to produce the pilot films of four new half-hour tv series not later than March 1947, which NTA will distribute. Irving Asher, head of TCA-TV, tv producing subsidiary of the studio, will supervise production. Among the 20th Century-Fox properties being considered for adaptation to half-hour programs are "How to Marry a Millionaire," "Cheaper by the Dozen," and "Mr. Belvedere."

The negotiations for the library were conducted over a four-month period this year in Europe as well as the United States by Mr. Skouras and studio executives including William C. Michel, executive vice president; Donald Henderson, secretary and treasurer; Otto Koegel, chief counsel, and William C. Gehring, vice president, with NTA officials including besides Mr. Landau, Oliver A. Unger, executive vice president, and Harold Goldman, vice president in charge of sales. Charles Feldman, head of Famous Artists Corp., talent agency, also represented NTA in discussions.

Mr. Landau declined to reveal the source of funds for his latest venture, except to say that it "came from private financing." He said a down payment was to be made last Thursday but would not specify the amount.

Earlier this year NTA obtained a group of 52 motion pictures from Fox for television distribution. None of this product was channeled to the new NTA Film Network. Rather it was distributed to stations by the parent organization and currently is being exhibited throughout the country. Mr. Landau estimated that Fox still retains about 125 motion pictures in pre-1948 catalogue.

Mr. Laudau noted that Fox will have the right to appoint two members to the board of directors of the NTA Film Network, but emphasized that operational control of the network will not be affected, though Fox will be represented in management through appointment shortly of a treasurer. Officers of the network are Mr. Landau, president; Mr. Unger, executive vice president; Mr. Goldman and Edythe Rein, vice presidents, and Raymond E. Nelson, vice president and general manager.

MR. LANDAU MR. SKOURAS

Among motion pictures in the five groups of features for which NTA has committed itself are: "Laura" with Gene Tierney and Dana Andrews; "Prince of Foxes," with Orson Welles and Tyrone Power; "Letter to Three Wives," with Jeanne Crain and Linda Darnell; "Gentleman's Agreement," with Gregory Peck and Dorothy McGuire; "Miracle on 34th Street," with Maureen O'Hara, John Payne and Edmund Gwenn; "13 Rue Madelaine," with James Cagney and Annabella; "Blood and Sand," with Tyrone Power and Rita Hayworth; "Mother Wore Tights," with Dan Dailey and Betty Grable.

Others include "House of Strangers"

The A B C of paid circulation

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a *paid* weekly circulation of 17,030. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation in four months than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

AUDITED PAID CIRCULATION ABC

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money

These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this inland market — ringed by mountains — the Beeline covers an area with over 2 million people, more buying power than Colorado, more farm income than Kansas. (Sales Management's 1956 Copyrighted Survey)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

with Richard Conte and Susan Hayward; "Alexander's Ragtime Band," with Alice Faye and Tyrone Power; "Snake Pit," with Olivia DeHavilland and Leo Genn; "The Razor's Edge," with Gene Tierney, Tyrone Power and Anne Baxter, and "Call Northside 777," with James Stewart and Helen Walker.

Earlier this year, PRM Inc. paid about $21 million for the Warner Bros. library of 850 feature films and 1,500 shorts [B•T, March 5], regarded as the largest transaction of its kind to that time. NTA's commitment is the highest on record, but observers felt, must be viewed in light of the conditions stipulated in the agreement with Fox.

RKO Television Acquires 'Playhouse' Distribution

ACQUISITION by RKO Television of world-wide distribution rights for seven years to *The Screen Directors Playhouse*, half-hour anthology series, was announced last week by Robert Manby, vice president in charge of the organization.

The series, telecast last year by NBC-TV for the Eastman Kodak Co., was obtained from the Hal Roach Studios, producer of *Playhouse*. Mr. Manby reported that 35 episodes of the series are available and said sales plans currently are being formulated.

MCA-TV Offers Three Shows To Local, Regional Sponsors

AVAILABILITY of three half-hour tv film program series for sponsorship on a local and regional basis was announced last week by Wynn Nathan, vice president in charge of sales for the MCA-TV Film Syndication Div. They are *If You Had A Million, State Trooper* and *Crusader*.

MCA-TV earlier had made *If You Had A Million* (re-runs of *The Millionaire*, currently on CBS-TV) available for regional sponsorship, and is offering 52 episodes of the series. *State Trooper*, which will consist of 39 first-run and 13 second-run episodes, is being sold for exhibition, starting July 10, 1957. The *Crusader* series, which has completed a cycle on CBS-TV, is composed of 52 re-run programs. Both *Crusader* and *If You Had A Million* will be first-run in more than 200 markets, according to Mr. Nathan.

TPA Staffs Foreign Posts

APPOINTMENTS of Jacques Brunet and Vincent Ramos as account executives of TPA International were announced last week by Milton A. Gordon, president of Television Programs of America, New York.

Mr. Brunet, who will represent TPA in France, Luxembourg, Monte Carlo and North Africa from his headquarters in Paris, served recently with UNESCO as head of Multilingual Film Production. Mr. Ramos, until recently vice president in charge of U. S. operations for the CMQ-TV Network of Cuba, will service Latin America from TPA's headquarters in New York.

LEVER ORGANIZES QUEST FOR GOOD FILM

Thursday meeting of advertiser agency group produces call for committee of agencymen, film producers, station and network officials to study problem of quality in tv film.

A CALL for a representative committee to be formed to study the agency-producer problem of "quality" in television film commercials was made Thursday before a private session of agency executives, film producers, network officials and others, held at Lever House in New York.

The suggestion was made by George J. Zachary, Lever Bros.' program manager. Mr. Zachary proposed that the committee's membership be limited, to keep it within bounds, but that representation be given to agencies, clients, film producers and stations.

This was the second meeting held by Lever Bros. in a series instituted as a wide project to upgrade technical standards of tv commercial films [CLOSED CIRCUIT, Oct. 1]. Presiding over the session was Richard E. Dubé, Mr. Zachary's assistant and prime mover of the project. The first session in September was heavily attended by officials of the six agencies that service Lever: J. Walter Thompson; Foote, Cone & Belding; Sullivan, Stauffer, Colwell & Bayles; BBDO; Kenyon & Eckhardt, and Ogilvy, Benson & Mather [B•T, Sept. 3].

Highpoints of the meeting:

• Disclosure that these six agencies have formed a committee, made up of "production" executives to sift areas of "distress" to agencies. The committee served as a panel at the meeting.

• The committee will serve as an "exchange" or clearing house for ideas on upgrading tv film commercials.

• Biggest bone of contention among committee members: tv stations still show film in its 16mm form rather than 35 mm projection.

• An unsolicited statement by a member of the invited audience that Procter & Gamble, Lever's competitor, is doing a "similar thing" to Lever in sounding out film producers and others in a search for greater quality in tv commercial film.

• Split opinion as to the degree and on whom the responsibility of establishing quality control of electronic transmission falls the greatest: the agency, the film producer or the station.

• A suggestion (by Peter Keane, technical director, Screen Gems) that perhaps Lever Bros. and other national advertisers who are heavy users of tv time, pay an "increment" to stations if commercials are played on higher quality equipment.

• Disclosure that the Television Bureau of Advertising had been contacted by Lever Bros. asking that the Bureau study the possibility of more tv stations installing 35 mm film equipment.

• An agency executive made an open suggestion that film producers be prepared to brief agencies on what they are doing about color tv film commercials and what possibilities and/or developments have been uncovered.

The agency panel speakers were Fred Raphael, coordinator of tv films, J. Walter Thompson, who treated set design; Marshall Rothin, film supervisor, Kenyon & Eckhardt, who spoke on lighting; Marie Gordon, commercial tv producer-director, JWT, who reviewed quality of live opposed to film; Walter Selden of SCC&B, who talked about shading; Philip (Les) Tomlin, associate director of radio and tv, OB&M, who treated job performance, and Roger Pryor of Foote, Cone & Belding, who summed up questions the agencies wished to pose to the film producing industry in order to "stimulate thinking."

Stimulate they did. The invited guests engaged in spirited discussion that was forced to a conclusion at 4:30 p.m. only because Lever House's auditorium had a quitting time of 5 p.m. The meeting started at 2:30 in the afternoon.

In opening the meeting, Mr. Dubé noted that Lever is concerned with quality of not only its product but also in its advertising and thus, in a search for new ideas and improvement, it feels its shares responsibility with its agencies and film producers in filmed tv commercials.

Lever, he said, already has questioned its agencies if they are: (1) satisfied with the current tv film commercials as the best that can possibly be produced and (2) find marked differences of film produced by one company compared with another, or of one film to another produced by the same company.

To be fair to the film producers involved, however, the agencies were not required to specifically point at individual producers but rather generalize. The agencies, he said, agreed there were differences and thought that even the best samples could be improved.

Mr. Raphael found that JWT's best efforts were those in which they utilized the services of a production supervisor who also is a set designer. He warned, however, that agencies as a rule cannot afford such staffing to any extent and suggested that perhaps film producers should have such experts in their shops.

Revealed by Mr. Raphael: JWT now is doing more spectacular type commercials, all involving the stylized set. He estimated 50-60% more sets being stylized, and noted JWT has done a whole new set for Schlitz that way.

Mr. Rothin noted that unfortunately client or agency viewing of a filmed commercial on the home tv screen often is the final "test" as to whether lighting is good or poor. He called for stricter servicing to agencies on light testing at point of camera and additional producer experimentation.

Miss Gordon's talk centered on the "drop"

KRON is TV in SF

San Franciscans are sold on KRON-TV

POPEYE IS AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

of quality she said often occurs when a filmed commercial is shown during or after a live program. She asked for (1) pressure on optical houses and labs, particularly in New York, to do better job on optical negative and in print processing, (2) a more frequent get-together among lab engineers, producers and network engineers to improve equipment, standards and transmission, and (3) a look at closed circuit testing by film producers, citing K&E's in-shop closed circuit lab.

SSC&B's Selden also extolled the value of closed circuit in detecting shading, suggesting a "bill of particulars" be sent with each print to stations. He indicated there ought to be a meeting ground on sound levels (in answer to variance between program content and commercial).

A technical exposition of picture composition, detailing "lines of flow"; of camera angles, opticals, etc. was presented by Mr. Tomlin, who indicated he was trying to prod thinking toward setting up basic "musts" in commercial film production.

FC&B's Pryor asked that producers broaden their information on such new developments as color tv film (and its standards) and magnetic tape. "Is it satisfactory? Will it make film outmoded or obsolete? If so, what steps are being taken?" Once top officials know the answers, the information should be "sifted" down to all staff levels so that data can be available for agency inquiries, he noted. Mr. Pryor appeared to suggest that perhaps producers could make facilities available at cost for testing color commercials, that thought be given to product redesign for color and "how products will look on color tv."

Mr. Pryor ended his talk on a forceful note by pointing up "tragic loss of quality in reproduction" of the tv film commercial. He wondered whether tv stations are fully acquainted with the problem, and if so what could be done to correct it. He said in some cases, commercials aired on local stations have such poor quality that they look inferior to filmed programs.

Full discussion was sparked after the panel completed its talks. Most often heard complaint by both panel and audience, however, was that stations are at fault in using outmoded transmission equipment and or in "violent" print handling. A CBS spokesman thought it was the agency which ought to spot check quality control. Harold Wordsel, Sound Masters, New York, and an officer of the Film Producers Assn. of New York (leading producers are members), promised the gathering that FPA would schedule an open meeting within 30 days on the subjects brought up at the Lever meeting.

In summing up, Lever's Zachary cautioned the assembly to keep in mind the objective of setting up standards rather than a forum for "gripes and grievances." He said artistic standards cannot be created but technical standards are possible.

Winking IDs

FILMACK Studios, New York, is offering tv stations "a new idea in IDs . . . flashing call letters on film." Don Mack, company vice president, points out that since the new eight-second spot announcements give stations two seconds of full screen ID, their call letters on static slides "appear dead by contrast with the preceding commercial." He claims the animated call letters keep up the continuity of action and draw attention to the identifying station itself.

Keever Sees Good Market For Tv Film Syndication

JACK KEEVER, director of sales for NBC Television Films, thinks there are more than enough blue-chip sponsors throughout the country to warrant production of quality syndicated film shows at a profit.

Mr. Keever spoke at the Pittsburgh Radio & Television Club Oct. 24. He noted that his position is not in line with most tv film producers who think it necessary to first sign a regional or national sponsor. At NBC, he pointed out, there is a strong feeling there "are more than enough local sponsors to make the production of a first-class, first-run entertainment vehicle entirely feasible from a production standpoint, from a sales standpoint and from a successful financial standpoint."

The current increased flow of feature film product will have little effect on syndication, a view which, Mr. Keever said, was based on talks with station owners who told him they are buying the features to replace older feature product. "The market for syndicated film will remain firm," he counseled.

Mr. Keever declared that syndication "is a big boy now . . . [It is] on a level with or surpasses anything in television—live network shows, spectaculars, feature films—everything and anything." In addition to entertainment value, syndication, he said, has an ability to hold viewers for the commercial message and is geared for any type of market distribution pattern desired by the advertiser. He also touched on its flexibility —how it can be used as a prestige medium for a bank and as a hard-sell medium for a druggist.

Dynamic Films Reorganizes

AS part of a major reorganization plan, Dynamic Films, New York, last week announced the creation of six new departments to handle production details in different fields. The departments are: tv film packaging, public affairs, tv commercials, advertising and public relations, and automotive.

Nat Zucker, Dynamic president, said a department head to supervise each particular area will be named shortly. He said the company's other plans include the purchase of a new physical plant and the production of a feature film, which currently is in the drawing-board stage.

Filmed Olympic Highlights To Be Offered Tv Stations

SIX half-hour programs of the Olympic Games in Australia will be filmed by Sports Tv Inc. and made available for sale to tv stations throughout the country, it was announced last week by Paul Talbot, president of Fremantle Overseas Radio & Television Inc., New York, which holds world-wide motion picture and tv rights to the sports event.

Mr. Talbot said that four of the films will be delivered to stations while the games, which begin Nov. 22, are still in progress. Sports Tv Inc., he added, will handle sales of the program, called *Olympic Highlight* in the West and Midwest, with eastern sales by Trans-Lux Corp. and Canadian sales by Fremantle of Canada Ltd. The films will be narrated by Tom Harmon, with on the spot interviews by Bob Mathias.

On-the-spot coverage of the Olympics by tv networks, stations and newsreels has not been set. Earlier, the networks and newsreels had announced they would not cover the event under the restrictions established by Mr. Talbot and the Olympic Committee. Mr. Talbot said last week that discussions are being held and an announcement on news coverage of the event may be forthcoming within the next week.

Wells Bruen Appointed To New Official Films Post

PROMOTION of Wells Bruen from assistant sales manager to the newly-created post of manager of the syndicated sales division of Official Films Inc., New York, was announced last week by Herman Rush, vice president in charge of sales.

In his new post, Mr. Bruen will maintain liaison with and supervision of Official's 11 field offices. The move was said to be undertaken to enable Mr. Rush to devote more time to network sales and to acquire new properties for the company. Mr. Bruen returned to Official in August 1955 after an earlier stint with the company and was named assistant sales manager in March 1956. He also has served in sales capacities with George Hollingbery Co., and several southern radio and television stations.

Howell to New CBS Film Post

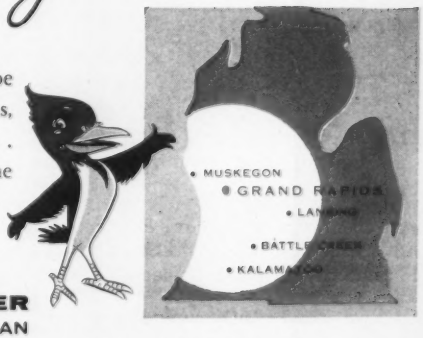
APPOINTMENT of John F. Howell to the newly-created post of account executive for national sales of CBS-TV Film Sales was announced last week by Thomas Moore, general sales manager. Mr. Howell has been account executive in the New York office of CBS-TV Film Sales for the past three and a half years.

Four Star Names Rayel

APPOINTMENT of Jack Rayel as vice president and general manager of Four Star Films Inc., Hollywood, was announced last week by President William Cruikshank. Mr. Rayel has been CBS-TV executive producer on *Ford Star Jubilee* and previously had been with NBC-TV, where he was credited with creating the *Home* show for that network.

WOODLAND-TV is BIG territory!

Here's the business end of a high-powered motoring market you may be missing . . . currently wheeling along at the rate of $514-million for gas, oil and automotive products. Western Michigan motorists are YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station . . . the country's 18th television market. Ask us to tell you more!



WOOD-TV

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

FILM SALES

ABC Film Syndication last week reported two "firsts" in Orient among its foreign sales. Sold to OTV Osaka and CBS-TV Nagoya, both Japan, was *Passport to Danger* starring Cesar Romero. Sales, effective Dec. 1 for 39 weeks, are first made there by ABC Film Syndication. Firm also placed *Passport to Danger* and *Racket Squad* with CMQ (TV) Havana, Cuba, effective Nov. 15. Both shows, dubbed in Spanish, are set for 52 weeks, 39 first runs and 13 repeats.

CBS Television Film Sales, N. Y., reports sale of newsfilm service to WFAA-TV Dallas, WFSA-TV Montgomery, Ala., WFBB-TV Indianapolis and H-SV Melbourne, Australia.

Screen Gems, N. Y., reported completion of 350th station sale of *Your All Star Theatre* (re-runs of *Ford Theatre*), which has been syndicated for five years. Latest sale to WLWD (TV) Dayton raised to 93 the number of markets in which series currently is presented.

Television Programs of America, N. Y., has sold its *Lassie* tv film series, dubbed in Spanish, to Kellogg Co., for showing in Mexico City, Cuba, Puerto Rico, Colombia, Venezuela, El Salvador and Guatemala, starting after first of year. Agency for Kellogg is J. Walter Thompson Co., Mexico City.

GallenKamp Shoes, San Francisco, through Bernard B. Schnitzer Inc., same city, purchased *The Mickey Rooney Show* to be shown Friday evenings on KGO-TV San Francisco, KNTV (TV) San Jose and KBET-TV Sacramento.

FILM PEOPLE

Fred Stettner, general manager, Barry & Enright Productions, N. Y., to vice president in charge of business affairs.

Robert B. McKenna, NBC-TV Film Div. salesman, Chicago, appointed to midwest staff of ABC Film Syndication, covering Michigan, Ohio and West Virginia.

Tom Pettit, assignment editor, KCRG-AM-TV Cedar Rapids, Iowa, to Continental Films, Minneapolis, Minn., as writer-director, and John Raddatz, KSTP-TV, Minneapolis-St. Paul, to Continental as cameraman.

Hugh Benson, radio-tv publicity staff, Warner Bros. Studio, Burbank, Calif., promoted to assistant associate executive producer.

Joe Seiferth, client service director, Burton Browne Adv., Chicago, to Lewis & Martin Films Inc., same city, in similar capacity.

Lee Bobker, vice president, Dynamic Films, N. Y., elected to board of directors of Film Council of America.

Alan Gleitsman, salesman, Sterling Television Co., N. Y., father of boy, Richard Paul, Oct. 6.

NETWORKS CARRY BOTH IKE, STEVENSON AS FCC BALKS ON EQUAL TIME-RULING

All radio, tv networks play safe in giving Gov. Stevenson time to answer Eisenhower simulcast on international crisis. Action follows refusal by FCC to make quick decision on interpretation of Sec. 315.

RADIO AND TV networks last week were caught in a vicious swirl of events—a presidential election only a few days away, a Middle East crisis and the United Nations' critical debate on the British-French-Israeli moves in Egypt. Each event somewhat dovetailed into the other (see separate story).

President Eisenhower spoke on all networks for 15 minutes Wednesday night (7-7:15 EST) on the Middle East situation. Democratic candidate Adlai E. Stevenson canceled an upstate New York campaign leg and returned to New York City, sending a wire Thursday morning to all networks demanding equal time to express his views on the Middle East.

Networks quickly asked the FCC for advice. When the Commission failed to give an immediate ruling, noting that the problem was too complex for an immediate decision, each of the networks decided to grant Mr. Stevenson equal time. Subsequently, Mr. Stevenson spoke to the nation on all four radio networks and the three tv networks at 7-7:15 p.m. EDT Thursday.

ABC's John Daly, vice president in charge of news and public affairs, noted that the network found a "substantial question" as to whether or not the granting of "equivalent time and facilities" was applicable both under the Communications Act and by Commission rulings. Mr. Daly commented that it was possible that a subsequent ruling—despite the FCC failure to render an immediate decision—would uphold Mr. Stevenson's request, but under the circumstances—i.e., with the election "four days away," Mr. Daly said ABC felt it would grant the time "rather than risk imbalance in campaign allocations."

CBS President Frank Stanton sent the following wire to the FCC on Thursday:

"While past interpretations of Sec. 315 by the FCC indicate that the equal time requirements apply irrespective of whether the broadcast giving rise to the requirement is or is not political in content, there has been no ruling by the FCC that Sec. 315 applies where the President of the U. S. uses broadcasting facilities to deal with grave national or international circumstances. Accordingly, I respectfully request a ruling from the Commission at its earliest possible convenience whether the demands for equal time by qualified candidates for the Presidency arising out of last night's broadcast by the President, must be granted."

When the FCC did not come through with a ruling, CBS went ahead and scheduled Mr. Stevenson's talk. NBC reported the same experience.

NBC sent the following wire Thursday to George W. Ball, director of public relations for the Stevenson-Kefauver Campaign Committee, which explains that network's action.

"Gov. Stevenson's request for equal time on the basis of President Eisenhower's address of last night raised a legal question on which we immediately sought a ruling from the FCC. The FCC has advised us this afternoon that "such an involved and legal interpretation" is presented that the Commission is unable to make a ruling at this time. This confirms our original view that a serious question exists as to whether or not Sec. 315 of the Communications Act applies. However, in the light of the shortness of time we have decided to make our radio and television network facilities available at 7:00-7:15 p.m. tonight for a statement by Gov. Stevenson."

MBS also cited a lack of time to weigh the matter and immediately scheduled Mr. Stevenson's address. But in doing so, John B. Poor, MBS president, announced that the network was abiding, as an expedient, on an FCC ruling on the Community Chest campaign which was aired.

Mr. Poor said the following portion of the FCC ruling was considered by Mutual to be the basis for its approval of Mr. Stevenson's equal time request:

"Any use of a station by a candidate, in whatever capacity, entitles his opponent to equal opportunities."

Mr. Poor said it was in compliance with this ruling that it scheduled the Democratic standard bearer's address but that it in no way should be construed that Mutual believes the President's address to be political.

Leonard Hall, Republican National Committee chairman, wired Mutual Thursday evening that the GOP was demanding equal facilities to those granted Mr. Stevenson.

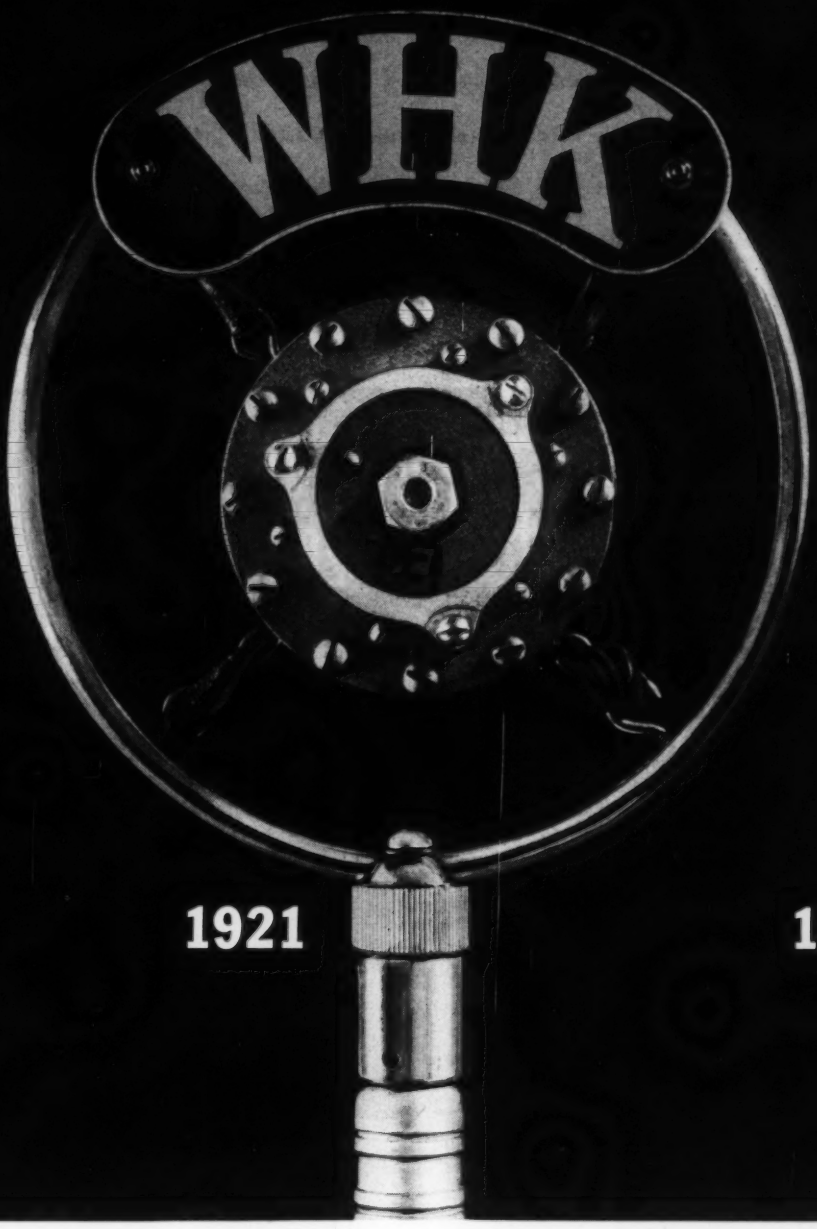
HERES HOW FCC TOSSED THE BALL RIGHT BACK

Commission ducks networks' request for guidance by saying problem too involved for immediate ruling. Comr. Rosel Hyde is only dissenter.

IT TOOK the FCC virtually the whole of last Thursday afternoon to determine its reply to the networks regarding Adlai Stevenson's request for equal time, following President Eisenhower's Wednesday evening radio and tv address to the nation on the Middle East crisis. The judgment: The question is too involved and complicated for an answer at this time.

The Commission's reply was sent over the signature of Chairman George C. McConnaughey and had the backing of four other commissioners. Comr. Rosel H. Hyde asserted that there was only one answer—that Sec. 315 of the Communications Act made no distinction between Presidential use of the air and the Republican candidate's use

The station that spans the history of radio, WHK, CLEVELAND, is now represented by NBC SPOT SALES



1921

1956

NBC Spot Sales welcomes WHK, Cleveland, to its family of *leadership* stations.

Fourth oldest radio station in the United States, first in Ohio, WHK is now celebrating its 35th year of service to the Greater Cleveland area. Owned and operated by The Forest City Publishing Company, publishers of The Cleveland Plain Dealer and The Cleveland News, WHK has been a pioneer in the broadcasting industry since 1921. Today it continues to lead the way in programming, public service, and advertising know-how.

WHK, Cleveland, NBC Radio in America's 11th largest market (including Cuyahoga County, the nation's sixth largest county in total retail sales), joins:

WRCA, WRCA-TV	New York	KSD, KSD-TV	St. Louis
WRGB	Schenectady-Albany-Troy	KOA, KOA-TV	Denver
WRCV, WRCV-TV	Philadelphia	KOMO, KOMO-TV	Seattle-Tacoma
WRC, WRC-TV	Washington	KRCA	Los Angeles
WCKT	Miami	KPTV	Portland, Ore.
WBUF	Buffalo	KNBC	San Francisco
WAVE, WAVE-TV	Louisville	KGU, KONA-TV	Honolulu
WMAQ, WNBQ	Chicago		

the leadership stations represented by

NBC SPOT SALES

Admiral Corp. • Advertising Age • Akron Beacon Journal • Albany Knickerbocker News • Albuquerque Journal • Amarillo
cine • American Oil Co. • American Safety Razor Corp. • AT&T • American Tobacco Co. • Anheuser-Busch • Arkansas Ga
lanta Journal • Automotive News • AVCO Manufacturing Corp. • Ayer, N. W., & Son • Aylin Advertising Agency • Ballanti
Rouge Morning Advocate • Batten, Barton, Durstine & Osborn • Beech-Nut Packing Co. • Benton & Bowles • Best Foods •
The • Boston Herald • Boston Post • Brewer, Bruce B., & Co. • Brisacher, Wheeler & Staff • Bistol-Myers Co. • Brown &
Week • Cabot, Harold, & Co. • Campbell-Ewald Co. • Campbell Soup Co. • Capper's Weekly • Casper Tribune-Herald •
American • Chicago Daily News • Chicago Daily Tribune • Chicago Sun-Times • Chrysler Corp. • Cincinnati Enquirer •
Cole & Weber • Colgate-Palmolive Co. • Collier's • Columbia Broadcasting System • Columbia Daily Tribune • Columbus C
• Cunningham & Walsh • D'Arcy Advertising Co. • Dallas Morning News • Dallas Times Herald • Dancer-Fitzgerald-Sampl
troit News • Detroit Times • Drug Trade News • DuPont de Nemours, E. I., & Co. • Duluth Herald • Durstine, Roy S. •
Esquire • Esso Standard Oil Co. • Esty, William, Co. • Fairmont Times • Fargo Forum & Daily Republican • Firestone
Foote, Cone & Belding • Forbes • Ford Motor Co. • Fortune • Fort Wayne News-Sentinel • Fort Worth Star-Telegram •

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Picayune • New York Daily Mirror • New York Daily News • New Y
• Norfolk Virginian-Pilot • Oakland Tribune • Office Management • Oi
Pepsi-Cola Co. • Pet Milk Co. • Phoenix Gazette • Philadelphia Bulletin
Printers' Ink • Proceedings of I. R. E. • Procter & Gamble Co. • Providence
Gazette • Revlon • Rexall Drug Co. • Richards, Fletcher D. • Richmond News Leader • Richmond Times-Dispatch • Roan
Rockford Register-Republic • Rumrill, Charles L., & Co. • Ruthrauff and Ryan • Sacramento Bee • Safeway Stores • St. Louis G
Express-News • San Francisco Chronicle • Saturday Evening Post • Schlitz, Joseph, Brewing Co. • Scranton Times • Sears, R
Tribune • Sioux Falls Daily Argus-Leader • Socony-Mobil Oil Co. • Spartanburg Herald • Spokane Daily Chronicle • Spoka
Sullivan, Stauffer, Colwell & Bayles • Superior Evening Telegram • Syracuse Herald-Journal • Tacoma News-Tribune • Tacom
Industries • Time • Toledo Blade • Topeka Daily Capital • Tracy-Locke Co. • Traffic World • Trenton Times • Tulsa
& Co. • Vick Chemical Co. • Vogue • Washington Daily News • Washington Post and Times-Herald • Washington Star • W
Wisconsin State Journal • Worcester Evening Gazette • Wrigley, Wm., Jr. • Young & Rubicam • Youngstown Vindicator and Te

Globe-Times • American Airlines • American Broadcasting Co. • American Home Products Corp. • American Journal of Medi-
zette • Asheville Citizen Times • Ashland Oil & Refining Co. • Association of American Railroads • Atlanta Constitution • At-
ne, P., & Sons • Baltimore American • Baltimore Sun • Bankers Life Co. • Basford Co., G. M. • Bates, Ted & Co. • Baton
Bethlehem Steel Co. • Better Homes & Gardens • Binghamton Press • Birmingham News • Boston Christian Science Monitor,
Williamson Tobacco Corp. • Buchanan & Co. • Buffalo Courier-Express • Buffalo Evening News • Burnett, Leo, Co. • Business
Chain Store Age • Charleston Daily Mail • Charleston Evening Post • Charlotte Observer • Chattanooga Times • Chicago
Cincinnati Post • Cincinnati Times-Star • Clarksburg Telegram • Cleveland News • Cleveland Plain Dealer • Coca-Cola Co. •
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e • Dayton Daily News • Denver Post • Denver Rocky Mountain News • Des Moines Register • Detroit Free Press • De-
Eastern Air Lines • Eastman Kodak Co. • Editor & Publisher • Electronics • Ellington & Co. • Erwin, Wasey & Co. •
Tire and Rubber Co. • Fitzgerald Advertising Agency • Flint Journal • Florida Citrus Commission • Florida Times-Union •
Fresno Bee • Fuller & Smith & Ross • Gardner Advertising Co. • General Dynamics Corp. • General Electric Co. • General
usekeeping • Goodrich, B. F., Co. • Green Bay Press-Gazette • Greensboro Daily News • Greenville News • Great Falls
Hartford Times • Harvard Business Review • Hormel, George A., & Co. • House Beautiful • Hotpoint Co. • House and
Indianapolis News • Indianapolis Star • Indianapolis Times • Jackson Daily News • Jacksonville Journal • Jergens, Andrew,
Joseph, Co. • Kellogg Co. • Kenyon & Eckhardt • Ketchum, MacLeod & Grove • Knoxville Journal • Knoxville News-Sentinel
Life • Look • Los Angeles Examiner • Los Angeles Times • Louisville Courier-Journal • Ludgin, Earle, & Co. • Madison
Commercial Appeal • Memphis Press-Scimitar • Mennen Co. • Metropolitan Life Insurance Co. • Meyerhoff, Arthur, & Co. •
Sentinel • Minnesota Mining & Manufacturing Co. • Minneapolis Star • Minneapolis Tribune • Montgomery Advertiser •
Co. • Nation's Business • National Geographic • National Petroleum News • Needham, Louis & Brorby • New Orleans Times-
rk World-Telegram and The Sun • New Yorker • Newsweek
ring Co. • Parkersburg Sentinel • Peoria Journal Star •
Portl Express • Portland Morning Oregonian •
Redbool rtising • Reno Evening
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lobe-Democrat • St. Louis Post-Dispatch • St. Paul Dispatch • St. ial-
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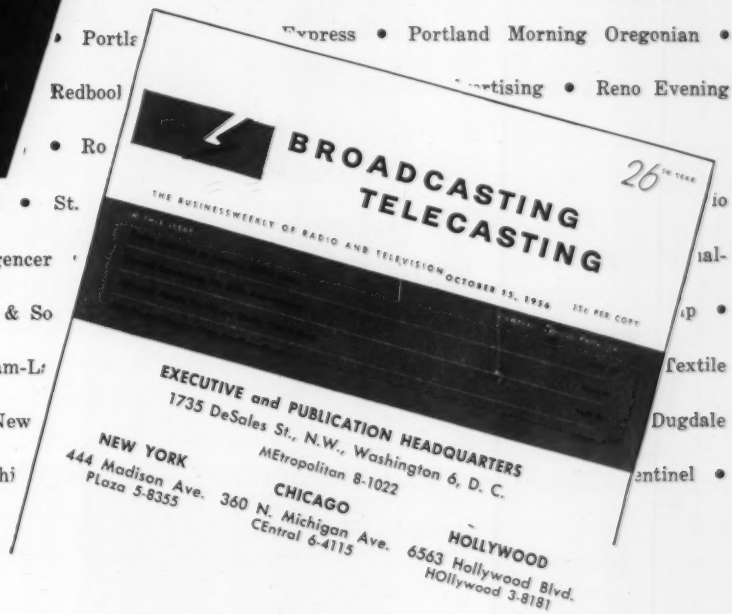
a Tribune and Ledger • Tampa Morning Tribune • Tatham-L:
Daily World • Union Oil Company of California • U. S. New Dugdale
estinghouse Electric Corp. • Wheeling Intelligencer • Wichi entinel •
legram

*Partial listing on these pages. About 10% of the membership consists of specialized business publications. B•T is the ONLY vertical news magazine specializing in radio-television coverage with ABC membership.



of the air, no matter what the subject matter. Comr. Robert E. Lee did not participate.

There were some commissioners, it is understood, who felt that a distinction should be made and that President Eisenhower's use of broadcast facilities was more in the nature of report to the people on a matter of national emergency than that of a political candidate. This would obviate the requirement that equal time be permitted to other candidates, they felt. However, the Commission majority finally agreed to decline to handle the hot potato and tossed it right back to the networks.

The FCC wired its answer to Frank Stanton, CBS; Robert Sarnoff, NBC; Leonard Goldenson, ABC. All were substantially the same.

The text of Mr. McConnaughey's Nov. 1 telegram to CBS President Frank Stanton and Mr. Hyde's separate views are reprinted below:

Frank Stanton, President,
CBS, New York

This is in reply to your telegram of Nov. 1 as follows: "I have today received the following wire from Adlai E. Stevenson, Democratic candidate for the office of the Presidency: 'Due to grave crisis in Middle East and the granting of 15 minutes of radio and tv time to the Republican candidate yesterday, I request that equivalent time be made available to me at 7 p.m. EST, Thursday, Nov. 1, 1956. I have cancelled my campaign plans so as to originate the program in New York City. Request that you work out all arrangements with George Ball, director of public relations, Stevenson-Kefauver Campaign Committee, 1728 L St., Washington, telephone District 7-1717. I am sending identical telegrams to the other radio and tv networks. Adlai E. Stevenson.' We have also received the following wire from Herman Singer, national secretary of the Socialist Party on behalf of the Socialist Party candidate for President, Darlington Hoopes. 'Respectfully request equal opportunity over CBS network to reply to Pres. Eisenhower's speech carried Oct. 31 in accordance with FCC Regulation 315. Herman Singer.' Past interpretations of Sec. 315 by the FCC indicate that the equal time requirements apply irrespective of whether the broadcast giving rise to the requirement is or is not political in content. There has been no ruling by the FCC that Sec. 315 applies where the President of the United States uses broadcast facilities to deal with grave national or international circumstances. Accordingly, I respectfully request a ruling from the Commission at its earliest possible convenience whether the demands for equal time by qualified candidates for the Presidency arising out of last night's broadcast by the President must be granted." In effect you have asked us for a declaratory ruling that Sec. 315 does not apply. For the FCC to conclude that Sec. 315 does not apply in the circumstances you have outlined is dependent on such an involved and complicated legal interpretation that we are unable to give you such a declaratory ruling at this time.

By direction of the Commission
(S) George McConnaughey

Separate views of Comr. Hyde with respect to requests of CBS, NBC and ABC as to whether the equal time provisions of the Communications Act are applicable to the Oct. 31, 1956, broadcast of Pres. Eisenhower: The question raised is whether Section 315 of the Communications Act of 1934 is applicable in the situation presented. The answer is clear in the language of the statute which reads as follows: "Sec. 315(a). If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting stations, provided that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

The essential purpose of Section 315 of the Communications Act would be thwarted if the equal opportunity principle is not respected.

Lar Daly Pickets FCC In Campaign for Equal Time

LAR DALY, avowed Republican candidate for President on the America First ticket, nattily attired in an Uncle Sam costume, picketed the FCC last Tuesday to emphasize his equal-political-time demands, but it was all for naught. For on that same day, the FCC was writing a letter to Mr. Daly denying his request for rehearing of an FCC order which held that he was not a legally-qualified candidate within the meaning of the Communications Act.

Accompanied by his young son and two followers, all carrying sandwich-board protests, Mr. Daly's two-hour vigil outside the FCC was interrupted by rain. Mr. Daly's sign read: "FCC/Equal Time under Law/-Fair Play in Politics/Order the Four Tv and Radio Networks to Give Lar Daly, Republican Candidate for President, the Free and Equal Time Due Him Under Law/Always America First."

Last April 2, Mr. Daly demanded equal time on all networks to answer a Feb. 29 address by President Eisenhower, announcing his candidacy for re-election. This request was denied on April 11 by the FCC which said that Mr. Daly failed to make an unequivocal showing that he was a "legally qualified candidate." Mr. Daly later requested equal time with Mr. Eisenhower from Feb. 29 to Aug. 22, the date Mr. Eisenhower was renominated. This the FCC denied last week, holding that as Mr. Eisenhower is the Republican candidate for President, no contest now exists for the nomination.

WCDA-B	Albany
WAAM	Baltimore
WBEN-TV	Buffalo
WJRT	Flint
WFMY-TV	Greensboro
WTPA	Harrisburg
WDAF-TV	Kansas City
WHAS-TV	Louisville
WTMJ-TV	Milwaukee
WMTW	Mt. Washington
WRVA-TV	Richmond
WSYR-TV	Syracuse

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The only exclusive TV national representative

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COVERS THE EMPIRE!

FROM CANADA TO OREGON, FROM THE CASCADES IN WASHINGTON TO THE MONTANA ROCKIES . . .

Inquire about the bonus merchandising service KXLY-TV advertisers may qualify for: TELEMARKET and PARADE OF PRODUCTS

No other advertising medium in the billion and half dollar Inland Empire reaches as many buyers as KXLY-TV! Only from 6,018 feet Mt. Spokane can your message reach ALL the television receivers in this big segment of the great, booming Northwest! Proof that the "magic carpet" covers the Empire best is the fact that more local advertisers use KXLY-TV than the other two stations combined. Plan to blitz this rich package of consumers with a sales bomb from the "magic carpet that covers the empire!" Write for complete market and coverage information.

KXLY TV channel 4

The station with a million friends!

VICE PRES. RICHARD E. JONES
REPRESENTATIVES: AVERY-KNODEL
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • ATLANTA

SEATTLE-PORTLAND
ART MOORE AND ASSOCIATES

NETWORKS READY ELECTRONIC PREDICTORS

Speed, accuracy and trend-spotting to be networks' forte as they marshal men and machines for election news.

THE key words for tomorrow's radio and television coverage of the national elections are speed, accuracy and trend-spotting.

Competition is keen among major networks to bring the developments on the balloting speedily to audiences throughout the country and to predict the drift of elections before the official counting is completed. They are relying upon wizardry of electronic devices to flash news of the balloting and spot the eventual winners in major contest.

As radio and television stations throughout the country completed preparations for the most exhaustive election coverage in history, networks held "dry runs" last week for their electronics accessories: CBS with its UNIVAC, high-speed computer manufactured by Remington Rand; ABC with its Elecom 125, produced by Underwood Corp., and NBC with its IBM machines. All devices are designed to compute rapidly and subsequently predict the outcome of the balloting. Mutual is the only network not utilizing special electronic equipment.

Coverage is set to begin on networks at 8:30 p.m. EST and though station schedules vary, most outlets plan their election broadcasts to start at approximately that time. In addition to computers, networks have assembled an array of electronic visual aids to enhance the value of pictorial coverage on tv.

ABC, CBS and NBC are calling upon 250 staffers each to handle the work load on election night at New York headquarters and in key cities throughout the country. Mutual has assigned a staff of about 100.

CBS' coverage on radio and television will be sponsored by the Westinghouse Electric Corp., Pittsburgh, through Ketchum, MacLeod & Grove, Pittsburgh. Overall supervision of coverage will be under Sig Mickelson, vice president in charge of news and public affairs. Walter Cronkite will be anchor man for CBS-TV and Bob Trout for CBS radio.

UNIVAC Was for Ike

CBS last week noted that on Election Day 1952, UNIVAC was quoting odds of 100 to 1 in favor of an Eisenhower victory by 8:30 p.m. EST and was "predicting" an electoral vote of 438 for Mr. Eisenhower to 93 for Gov. Stevenson (final electoral count was 442 for Mr. Eisenhower to 89 for Gov. Stevenson). For several weeks, a team of statisticians, mathematicians and political analysts have been feeding information into the device.

NBC's broadcasts on radio and television will be sponsored by RCA, through Kenyon & Eckhardt, New York; Oldsmobile Div. of General Motors through D. P. Brother agency, Detroit, and Sunbeam Corp., through Perrin-Paus Co., Chicago. William R. McAndrew will supervise overall coverage. Merrill (Red) Mueller will be radio anchor man, and Chet Huntley, David Brinkley and Bill Henry will assume this role jointly on television.

In addition to using IBM machines, NBC has signed with the Teleregister Corp. for its Teleregister talley boards. These electric boards are designed to improve the visual clarity for views. NBC also has leased 62 AP election wires throughout the U. S. to help speed up its operation.

ABC's coverage will be sponsored by the Buick Motors Division of General Motors. John Daly, vice president in charge of news, sports, special events and public affairs, will supervise coverage and serve as anchor man along with Quincy Howe.

ABC will use for the first time the Elecom 125, the electronic "brain" built by Underwood in time for the elections. To add spice to its coverage, ABC is pitting a team of men including ABC reporters and a research unit of *Collier's* magazine under Louis Harris against Elecom 125 to match its skill as prognosticators. Periodical reports on trends will be provided, based on the calculations of the electronic device and of Mr. Harris and his co-workers.

Mutual's broadcast schedule will be sponsored by the Kohler Co. (plumbing equipment) Kohler, Wis., through Roche, Williams & Cleary, Chicago. Overall supervision of coverage will be under Brad Simpson, assistant to the president, who will be supported by John D. Whitmore, executive producer in charge of news and special events.

Mutual's broadcast pattern for the elections is keyed to the impact this event will exert on world history. In addition to providing election results, Mutual will offer reports from critical areas throughout the world, designed to elicit comment on the progress of the balloting. The network will make use of its own correspondents abroad, has entered into cooperative arrangements with *Newsweek* magazine and BBC, and has set up special short-wave circuits to such places as Beirut, Cairo, Tel Aviv and Hong Kong.

View for Voters

A TV SERIES entitled *Meet Your Candidate*, on which nearly 100 candidates running for state and local offices were invited to appear, is the method by which KREM-TV Spokane, Wash., gave voters an insight into characteristics of various office-seekers.

In one month preceding the primary election, the tv station devoted 495 minutes of Class A viewing time to this public service program, which varied in length from a half hour to one hour.

Each candidate was given five minutes for his opening talk and then all candidates took part in a question-and-answer session moderated by KREM-TV News Director Dick Hoover.

Letters of praise for the program have been received by the station from listeners ranging from housewives to college professors.

"We're extremely happy with the response," says Mr. Hoover. "The candidates leave the studios with a kindly attitude toward KREM-TV and from a public relations standpoint, we couldn't have done better."

Highlights of the series (Sept. 17) were talks by candidates for the U. S. Senate from the State of Washington, Sen. Warren Magnuson (incumbent) and Gov. Arthur Langlie.

Oratory Anyone?

AN ADMAN's vague yearnings have been translated into a Democratic radio campaign weapon which can be wielded by anyone who has the money to pay for a local spot, according to Shappe-Wilkes Inc., New York agency, which says the plan is supported by the National Volunteers for Stevenson-Kefauver. The voter merely goes to a local radio station, pays for and records a 30-second spot, using his own voice, and is furnished enough postcards to notify his friends when to listen for the broadcast. The plan was conceived, the agency says, when Hal Becker, vice president, "heard a political broadcast and wished he could make his own pitch for the candidate of his choice. Suddenly he realized . . . etc., etc." This type of contribution, the agency adds, gives the contributor so much personal satisfaction it is virtually painless.

Foreign Language Stations Used in GOP Campaigning

THE Republicans are using foreign-language radio broadcasts to woo the votes of some five million persons in the East and Midwest who speak foreign tongues, according to the Pan American Broadcasting Co., New York, which is analyzing and choosing the markets to be used.

Pan American announced it has prepared and translated over 200 special programs for the GOP campaign in Polish, Italian, Ukrainian, Hungarian, German, Greek, Slovak, Czech and Lithuanian. The five-minute programs are under supervision of Leo Shore, Pan American program director, in cooperation with Ab Herman, head of the Republican National Committee's nationalities division.

NETWORK RADIO: PRO, CON

MBS Radio Network President John B. Poor (l) and a non-network broadcaster, Harold Krelstein (r), president of Plough Broadcasting Co. (WMPS Memphis, WJJD Chicago, WCAO Baltimore and WCOP Boston), took part in a debate Wednesday at a roundtable luncheon under the auspices of the Radio Television Executives Society. Billed to speak on "Radio Networks: Have They a Tomorrow?", the speakers changed the topic to "Network vs. Non-network." Condensed transcripts follow:

IT IS my contention, naturally, that radio networks will be here tomorrow. In fact, we seem to be here quite firmly today. They will be here tomorrow provided they fulfill a purpose or a function. I believe that they do fulfill a purpose in three areas:

One, as far as the nation and the general public are concerned;
Two, as far as the radio stations themselves are concerned, and
Three, as far as national advertisers are concerned.

Every licensee has also got to serve the individual public, or the restricted public, around his radio station. If the radio stations do not—and I know that some of them do not—serve the public in these various ways, then they should not have their license. The license is given to them to serve the public and not only to make money. In fact, in an application there is no place where it says that the reason for getting a radio station is to make a lot of money.

As for the type of programming that the general public is interested in, if it can be supplied by a local radio station without a network, obviously you don't need a network. News—big news, that is—obviously can be supplied. You can take it right off the AP wire and read it. News commentary? Ninety percent of the stations in the United States don't have news commentators available for discussion groups.

On the spot coverage of national events of great importance: the U. N. session of yesterday—could any radio station in Tucumcari get that without a radio network? No. The radio network, I believe all of them, did carry that—maybe not on the spot, but within a few hours they had on the spot reports of just what took place, and had the voting and all.

You have all heard a lot about the great advantages of being an independent. There are about 1,150 to 1,200 radio stations which are affiliated with radio networks. There are about 3,000 radio stations altogether, but taking a typical morning time, more than 60% of the people in the United States listen to the network radio stations. They don't listen to the independents, although there are about twice as many independents as there are network stations. Obviously, they must like the programming. This is the test of the type of programming which the immediate public wants.

If the local station can supply this type of program without having any radio networks, that would be fine, but I don't think the radio station operators should concentrate just on making money. I think they should recognize their responsibilities to the public. If they are just going to take the top 40 tunes and play them, interspersed with "Don't burn down the forest at midnight," or something like that as a public service, it might not be a bad idea, as this is of purely local importance or significance, to restrict all music and news stations to 1,000 watts or 250 watts, something like that, and give the stations that really are performing a public service the big power frequencies and give them the power so that they can really go out.

As far as the stations are concerned, we have been living with the problem of network versus independent stations for a long time and we have queried several of our stations as to just why they wanted to have a network and we came up with the following answers:

One, they want a network for the program service, the type of

Continues on page 62

I THINK that I can speak for our company when I say that the prime objective of any radio station is to make money, but not exactly for just the purpose of making money. This business begins and ends with money like any other business, and to do a job in your market as an independent or a network station, your station does have to make a profit. Now, whether you take any of this profit and put it back into your property or not rests with the owner.

Speaking for our own four stations, we believe that part of every dollar we take in should be spent to improve the facilities from a program standpoint and we have done it. I think in our small way we have in many cases and many times actually outdone the networks, and if I may, would like to dwell on a simple case in point during the Korean conflict.

We sent the news editor of our station in Memphis to Korea at our expense. This man interviewed boys in uniform who came from our area. The tape was sent back to our city, it was played on the air, records of the tape were made and delivered to the families of these boys, and we did give the people in the Memphis area a first-hand hearing of what was going on in Korea by their own boys.

Now network may or may not be able to do that either on a local scale or on the grand scale. We don't know, but we know that we did it and it could be done by any station in the United States with or without a network.

It is one thing to program a station and hope that the listener will take it, but it's another thing to program the station in a manner which is a reflection of what the listener wants to hear, and with the advent of television you cannot run a radio station today the way you did before television. To that extent the networks have yet to make any change in their program philosophy that goes in a direction completely other than in the direction of television.

Why should any listener spend any time of any consequence listening to a star on radio that he could see and hear on television—assuming that the vast majority of people have television sets, and they do.

You can't compete with television by doing the same thing that television is doing. The radio network cannot compete for radio listeners by offering the same fare that they offer on television. I think that is a foregone conclusion, but that has not yet changed and until it does I think—and I had better be right—that networks, on the local level particularly, have to a great extent outlived their usefulness.

We have found this:

One, by presenting a type of program service to the listeners in the four cities that we serve we have done two things: First, we have turned on more radios and we have done that alone. The rating services—you can take your choice, whichever you like best—will definitely show that depth and use have increased measurably in the cities where we are employing our program philosophy.

We have been accused of being rock 'n' rollers. I know this: that we don't devote any more time to rock 'n' roll music than we do to any other kind of music. I know, too, that if we didn't play any rock 'n' roll at all we would lose a great part of our audience.

You can't go to one extreme so you have to devise a program which has general mass appeal locally, and the networks have not

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POOR BACKS NETWORKS

Continued from page 61

service which I was just talking about. They want the program service not only from the public service angle, but also because it is worth money. It is worth money as a spot carrier, it is worth money for adjacencies. The sustaining programs save the stations a lot of money—this, of course, in the smaller markets.

The second reason is that they like the prestige of a national network. Sitting in New York you might not think that the national network has a great deal of prestige. I wouldn't admit to that, but in the outlying areas there is no question but what a national network does carry with it a great deal of prestige. You can say you can't spend prestige in a drugstore or the grocery store, but you can, really, because—we have had some instances where people have left us, went independent, found out that they were not quite as well accepted on Madison Avenue, didn't get the listings in the papers that they thought they would continue to get, and they came back to us, and this was all a matter of prestige.

The third reason why they are affiliated with the networks is because of the money they get. Of course, I wouldn't say this to any Mutual affiliate right now (laughter), but it should be a reason because the networks should be making enough money so they can pay them. This is our fault. There is nothing wrong with the network. It is the trouble with the way we are running it and there is certainly no reason why we could not get back to the days when there was full network programming and the affiliates were getting paid money for carrying it.

Another very important reason, and this has to do with money, is that the type of audience you get with a network station is a great deal different from the type you get with an independent music-and-news operation. On a network station you get a much bigger turnover. Now, if you have any doubt about who is listening to the top 40 tunes, go around to your record store on Saturday. I went and I had to make my way through all these bobby-soxers. Now, I assume the same people who are buying the records are listening to the radio.

And I might say another reason—and this is an empirical reason more than any other for belonging to a network—the most successful stations in the United States are network stations, by and large. I can't prove this. It is just my own experience. I have seen a lot of statements of stations up for sale, some of the top ones, some of the not-so-good ones, and I know what we have done with our own o&o stations. I am talking now about stations in larger markets, but I think it probably holds true all the way through, and shows that most of the national spot business goes to the network stations, the stations that are associated with a network.

It is our contention, then, as far as stations are concerned, they want us to proceed for the program and for the type of audience that they get and for the future. If all stations in the U. S. played the top 40 tunes all day long, I don't imagine it would increase the listening, because I assume that all the people who want to hear music on the air are listening to it right now. If 60% of the people would rather listen to a network station than listen to music and news, it is reasonable to assume that if you eliminated the networks you would eliminate 60% of the audience. So that a network station, assuming that the networks are going ahead, a network station has a great future, has a stake in the future of the country and the radio business in general, and my advice, of course, to any station would be, particularly if they are thinking of Mutual, is to get signed up now before it is too late. (Laughter.)

The third area that I was going to talk about is the advertising. Why would a national advertiser buy a radio network? He gets flexibility in his buying patterns. He can change his copy overnight. If he is trying to buy spot in 500 markets, which he wouldn't do anyway, but assuming that he was going to buy spot in 200 markets, or buy a network of 500 stations, if he doesn't like the copy, overnight he can change it. He doesn't have to correspond with 20 stations or 200 stations. At the time of the broadcast he can make pretty positive when the advertising is on. You might take five o'clock at night, five to six at night; you can have five to six at night all across the country and you know you have got it.

I am not going to say that radio network is much more economical to buy than national spot, because we are also in the national spot business, but one of the other reasons why radio network is bought by the advertisers is because it gives them a program which they can merchandise. You can't go out and merchandise 50 spots a week all over the country, but if you buy Arthur Godfrey, that is something you can merchandise—and I wish we could too (laughter).

KRELSTEIN LIKES INDEPENDENTS

Continued from page 61

and are certainly not doing it. I think one of the greatest weaknesses of network radio is the fact that the national network radio advertisers left network radio and took their programs with them, and the networks have not got anything to replace them. Networks have a habit of not putting anything on the air unless it is sold and they have a habit of not leaving it on the air after the sponsor has gone, and you can't go programming that way either.

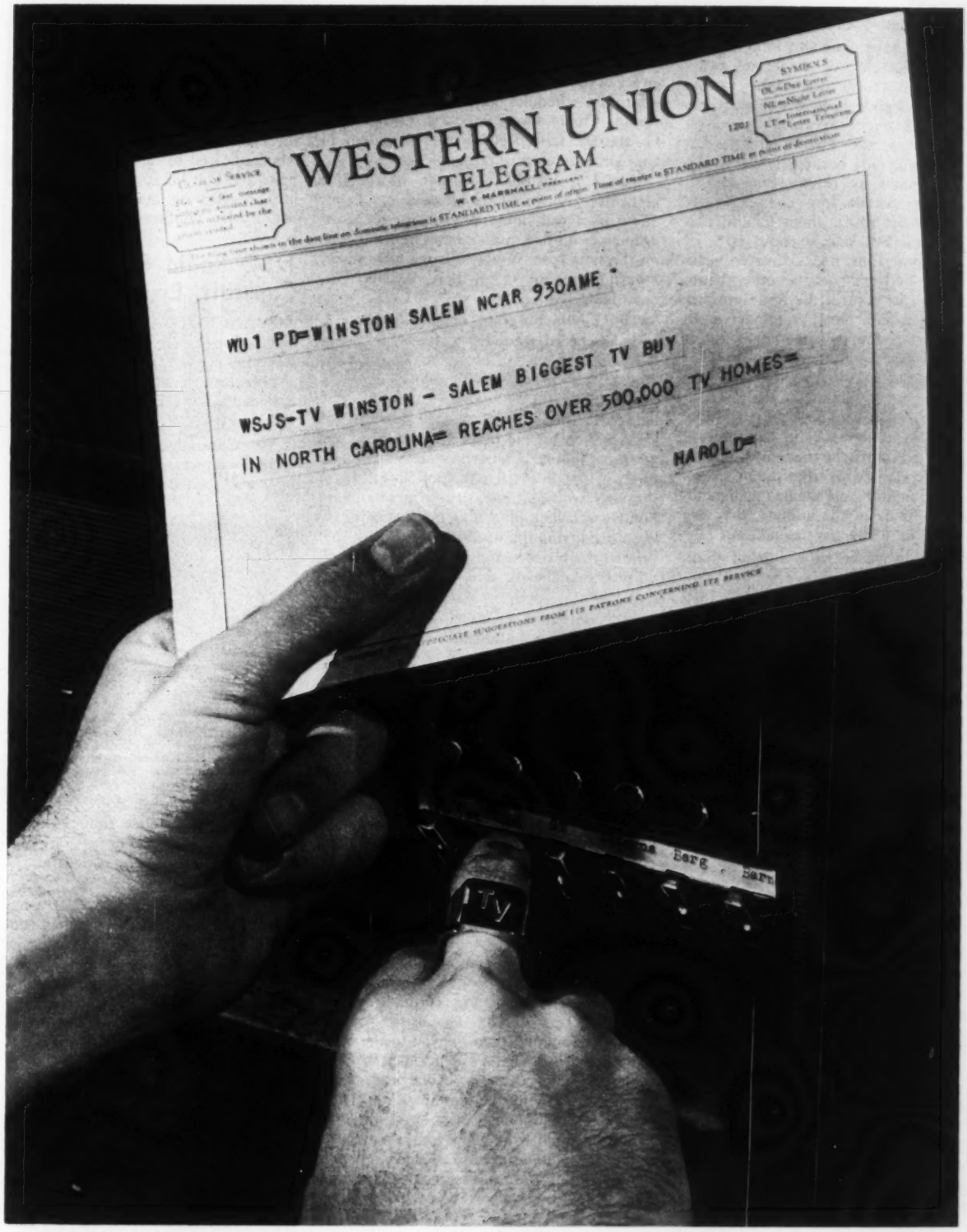
You have to assume, too, that today, when we have television, that a radio listener will not sit for a specific—he will listen for a multitude of basic program ideas, for a multitude of capital information. I don't think that he would sit and listen to his radio for an hour if he had a remote in the U. N., but I think he would listen to the radio to get the pertinent topic matter that may have come out of that hour. That is what we do and that is what any station can do if networks had never been created. It is just as simple for a station in Memphis to find out what is going here at the U. N., if they want to go to the expense, as it is for CBS, NBC, Mutual and ABC to do the same. A lot of stations won't do it, but that doesn't make the networks better. It may make them smarter but it doesn't make them better.

You can't generalize and say, "well, we can do better without a network" unless you know what it is that you are going to do without a network, and that is a problem with a lot of stations, too. You get this follow the sheep philosophy, and because we might have dropped ABC in Memphis or we might have dropped Columbia in Baltimore, somebody says, "Well, they did it, and we will do it." The only trouble is that after they do it they don't know why, and that is why they go back to the old way.

As to commentators, that is one tiny answer. All the commentators in the world stacked back to back won't deliver an audience and one commentator in himself won't. He has to be surrounded by something to hold the audience. And in that connection you can take on radio today and deliver to your listener information, entertainment—and, speaking of public service, the Commission's idea, as I understand it, is not for the networks to provide public service but for the station locally to provide it. The whole purpose and intent of a broadcasting station in Memphis, Tenn., is to be on the air to meet the needs of the people in Memphis. The networks can't do that in Memphis, Tenn.

It is true there are certain public service programs that a network can deliver locally that cannot be produced locally, but there again, that is only one tiny part of it and any non-network station that doesn't do its share of public service, of course, has his own problem to face when his license comes up for renewal. You can't, there again, generalize and say no station that plays news and music does public service because it isn't true. There are some outstanding examples, I think, right here in New York City of stations that do render public service that have never been affiliated with a network. As a matter of fact, those would be in a better position to do it because their time is all their own and the Commission again likes to have public service at prime times. You can't have it at prime time if you are in a network because they have the prime time, so to speak. The networks, strangely enough, in their affiliation agreements pick out what they consider to be the most saleable time on an affiliate station, so we are kind of left with the dog time if we are a network station.

The other side of it is speaking of money, and that is a wonderful subject to talk about. The networks have done something else which I think has damaged them to a great, great extent and that is simply this: You cannot hold these affiliates together by reducing their income two, three and four times a year under the device that the network is in the red. If the network is in the red that's its problem. It is really not the station's problem, because after all the sta-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WSJS-TV

channel 12

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WINSTON-SALEM

NBC AFFILIATE for WINSTON-SALEM GREENSBORO HIGH POINT

tion is merely a spot out in the hinterland to carry this network service.

So networks have done two things. First, they have taken their program service away; then they have taken their money away, but they haven't given back any of the time. Now, you talk about network revenue. I know this, that we were able to buy one station in particular only because it was a network station and its revenue had fallen apart and the people that owned it just didn't know what to do about it, and that station's income this year is about 10% of what it was some four, five, six, seven years ago, but the network, on the other hand, still has under its control the same number of hours that it had. Now, from the standpoint of pure economics something has got to give. Either the license has to go back or the station has to get more money from the network or it has to get rid of the network in the belief that it can program that time just as well as the network did and increase its revenue. So until the networks take a really realistic view, both from the programming standpoint and from the financial standpoint of the funds of the affiliate, they are going to be in a stagnant condition.

They will always be here. I don't think there is any doubt. There are stations that are steeped in the idea of prestige. As Jack [Poor] said, and rightfully so, you can't go to a drugstore and buy with prestige, but that prestige isn't quite there the way it was in years gone by. You don't hear anybody talking about networks, talking about listeners, today as they did in years gone by They don't talk about the artist, they don't talk about anything, but it is refreshing to see that a station without a network, doing a real job, is really talked about as though radio just got here yesterday, and that is true. You can walk into many cities in the U. S., not just the four we are in, where people are talking about radio in a manner that is very, very refreshing, and they are listening to it and they are turning their sets on and they have made it the habit pattern it used to be and will be, I am sure, as long as I will be here.

Sky's the Limit

WHILE quiz shows are not unusual, NBC Pacific Division has gone one step farther and is planning a show where a contestant may win an "unlimited amount of money." The new audience participating show, *King of the Mountain,* is based on the children's game of the same name and will be produced on a set resembling a mountain with a king's throne at the top. Contestants will make their way up the mountain by competing with each other. Persons reaching the top may stay there until they are beaten or until they decide to retire. It hasn't been decided whether the show will be presented five times weekly in a daytime slot or once weekly at night.

CBS Radio Re-Programs Weeknights and Sunday

A RESHUFFLE of weeknight and Sunday afternoon schedules starts this week at CBS Radio. Changes were announced by Howard G. Barnes, CBS Radio's vice president in charge of network programs.

Revisions include expansion of the five night weekly, half-hour *Robert Q. Lewis Show* to a full hour; a 4-7 p.m. block of dramas (with five minute news intermissions on the hour) on Sundays, and a new show, *Stuart Foster Show,* on Thursday and Friday nights.

The *Lewis* program beginning Nov. 5, will be heard Monday-through-Friday at 8-9 p.m.; the drama block on Sundays begins Nov. 4, and the *Foster* program will be heard from 9:35-10 p.m., while *Syncopation Piece* (live music) will be heard in the same period on the other three days of the week. A public affairs program strip instituted in the 9:05-10 p.m. period earlier in the year will continue. The drama run on Sunday will kick off with *CBS Radio Workshop* occupying the 4:05-4:30 p.m. slot that follows the broadcast of the New York Philharmonic orchestra and the 4 p.m. newscast.

Mr. Barnes explained the strong emphasis on Sunday afternoon drama as a result of CBS research, which indicated a wide interest in these hours for the drama-type entertainment, both in-home and out-of-home. He noted the drama block will be followed by the newly-returned *Jack Benny Show* at 7 p.m. [B•T, Oct. 22]. The *Lewis* expansion was prompted, he said, by favorable audience acceptance.

Distinguishable Tv Signal Picked up From BBC by NBC

A DISTINGUISHABLE live tv signal with audio which originated from the British Broadcasting Corp. in London was received at the RCA Bldg. in New York Oct. 25.

The signal was kinescoped and shown Oct. 28 on *Wide Wide World* (NBC-TV, Sunday, 4-5:30 p.m. EST). The British telecast was picked up and then relayed to the RCA Bldg. from NBC-RCA's experimental overseas reception center in Riverhead, Long Island, N. Y. On the monitors at NBC's master control room in New York City, the signal appeared as a fuzzy but recognizable image of a woman. After but a few seconds, a vertical roll and increasing distortion disrupted the signal, according to NBC. Later, at about noon in New York, BBC went to a test pattern, also received by NBC although distorted and with increased roll and interference characteristics.

Davidson Taylor, NBC vice president for public affairs, reporting that NBC's experimental efforts will continue, also said the network plans to break into its regular schedule with a live signal at any time that it is received with sufficent clarity and duration.

Mr. Taylor, on the night of Oct. 25, was interviewed over trans-Atlantic cable by English commentator Bernard Forbes (while on BBC-TV's *Television News*). Mr Taylor told the British tv audience that NBC's reception of the BBC signal was "only an incident in what will be eventually regular transmissions back and forth between us."

Commentator Forbes asked what type picture NBC had received. Mr. Taylor replied the clearest signal was the image of a lady who appeared to be mixing something in a bowl and that he assumed BBC had a cooking program on the air at the time. This Mr. Forbes confirmed.

NBC Radio Promotes Capstaff, Livingston

ADVANCEMENTS of Albert L. Capstaff to director of *Monitor* and special programs for NBC Radio and Norman S. Livingston as director of network programs were announced last week by Jerry A. Danzig, vice president of NBC Radio network programs.

Mr. Capstaff, who joined NBC June 1, 1955, as director of entertainment for *Monitor,* was named executive producer of the

MR. LIVINGSTON

MR. CAPSTAFF

program in January 1956. Earlier, he had been a producer of Bob Hope's television shows, radio and television director of the Hollywood office of Foote, Cone & Belding, and operator of his own radio station, KVAS Astoria, Ore.

Mr. Livingston joins NBC from Telenews Film Corp., where he has been executive vice president, general manager and board member since March 1955. Previously, he had held executive and creative posts with Edward Kletter Assoc., Serutan Co., Roy S. Durstine Inc., General Teleradio Corp. and Redfield-Johnstone Inc.

KILT (TV), ABC-TV Affiliate

AFFILIATION of KILT (TV) El Paso (ch. 13) with ABC-TV was announced last week by Alfred R. Beckman, director of station relations for ABC-TV. The station, which operates with 28.2 kw video power and 17 kw audio power, is owned by McLendon Investment Corporations. Gordon McLendon is general manager of the station.

WMFJ Ends ABC Affiliation

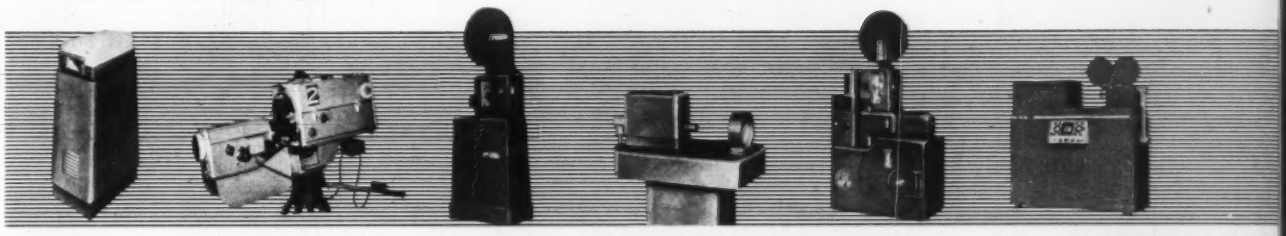
WMFJ Daytona Beach, Fla., has ended its affiliation with ABC and now is an independent operation, effective last week. ABC Radio in New York announced that WNDB Daytona Beach will become the network's affiliate in that city.

to quote

J. B. Fuqua, President, WJBF (tv), Augusta, Ga.,

'GPL tops everybody'

"... in quality of equipment ...



GPL THREE-VIDICON COLOR FILM CHAIN provides color picture of unmatched quality. Superiority achieved with a highly advanced color filter system, precise registration, precision-engineered GPL components, factory-adjusted optical and mechanical alignment. Compact, easily fitted into your present monochrome film layout.

GPL-WATSON VARI-FOCAL LENS—High definition equal to fixed-focus cameras. 3" to 30" focal length makes lens equally useful in studio and field. Performs most work requiring 2 chains. Fits all monochrome and color image orthicon cameras. Fully color-corrected; flat field over entire range. Operates from camera or control room.

GPL 16MM. TELECAST PROJECTOR—Bright, crisp pictures, high fidelity sound reproduction. Designed for use with all film chains, monochrome or color. 4,000-ft. film magazine delivers 2 hours continuous operation. Separate motor drive for film feed and take-up. Provides trouble-free start and stop operation, local or remote.

GPL VIDICON FILM CHAIN—Provides sharper picture and contrast, better transmission. Operates unattended. Most advanced black and white equipment available. Can replace iconoscope overnight; using same projectors, master and utility monitors and racks. Has long-life vidicon tube; stable black level; easy to multiplex.

GPL 35MM. TELECAST PROJECTOR gives superior color transmission. Projects equally fine black and white film, and permits still-frame operation. To produce this new leader in the 35mm. field, GPL engineering skill adapted to television the famed Simplex XL mechanism-and sound head made by International Projector, an affiliated GPE Company.

GPL VIDEO RECORDING SYSTEM—Used in over 90% of video-recording-equipped studios. A thoroughly integrated system providing finest picture resolution and grey scale, high quality sound. Exact synchronization between local power frequency and incoming video not needed, so permits recording of signals from remote locations.

... and in servicing customers ..."

Says Mr. Fuqua: "I want you to know how very much I appreciate the wonderful service which you gave us when our TV station was burned ... While we had a total loss on most equipment, we were back with complete programming in less than three days only because of the very splendid cooperation we got from GPL. ... From the very beginning of our TV station in 1953, our experience in dealing with equipment people leads me to say that GPL tops everybody, not only in quality of equipment, but, what is more important, you top everybody in servicing your customers, both on a regular and emergency basis."

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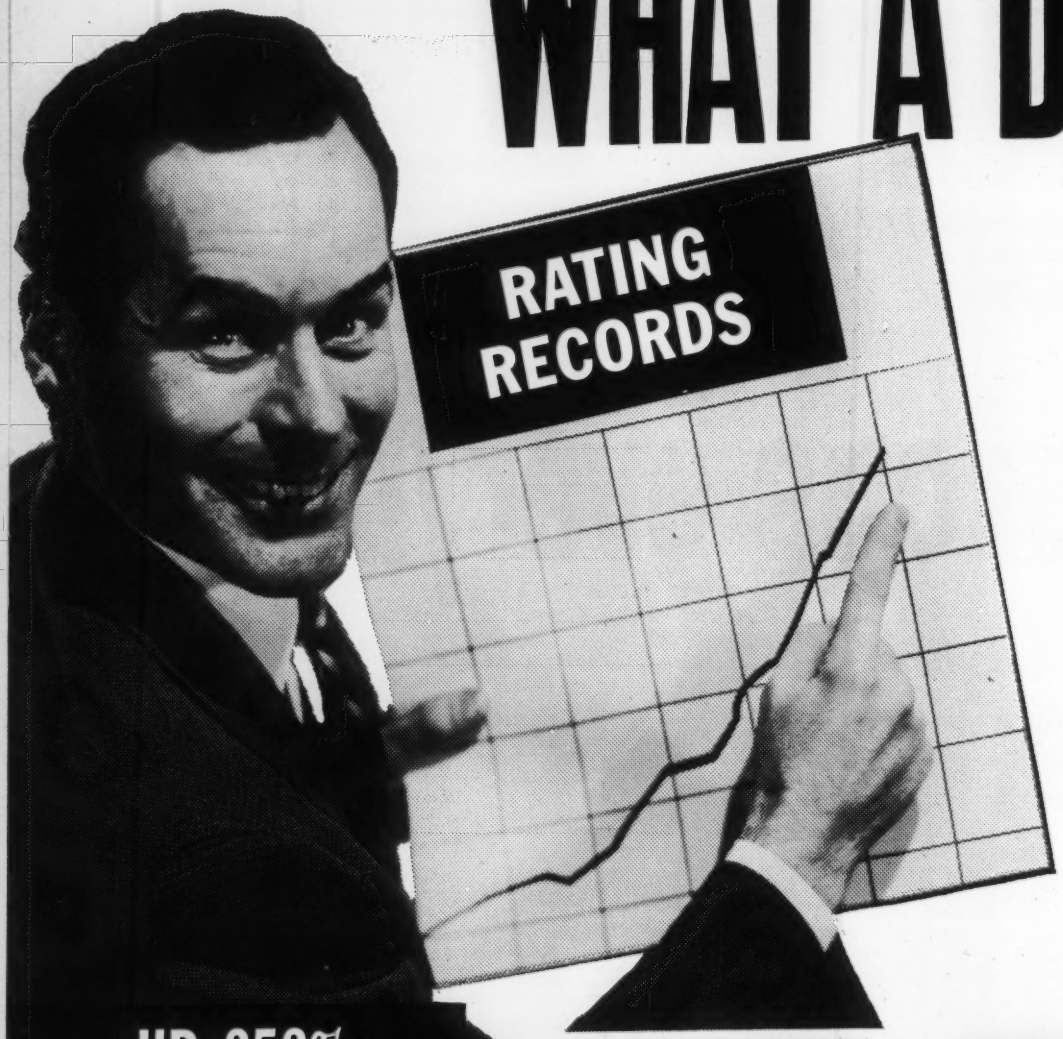

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MORE SECRETS EXPOSED BY CELLER: THIS TIME IT'S CBS-TV PROGRAM PLANS

Minutes of CBS Inc. board meeting entered in subcommittee hearing record. Network's strategy for meeting competition of NBC-TV and ABC-TV this fall included in document considered confidential.

THE MINUTES of a CBS Inc. board meeting last February—at which CBS directors laid highly confidential plans for the CBS-TV fall schedule, including strategy for competition with ABC-TV and NBC-TV—have been entered in the hearing record of the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N. Y.).

A subcommittee staff member said the confidential document was entered in the record as material to help determine whether the network arbitrarily moved sponsors from one time period to another and from one program to another.

The most interesting part of the document had to do with proposed programming policies and changes in the CBS-TV schedule. The minutes were from a meeting of the CBS board Feb. 25, 1956, at which 17 CBS executives were present, including Board Chairman William S. Paley, CBS President Frank Stanton, CBS-TV President J. L. Van Volkenburg and Executive Vice Presidents Merle S. Jones and Hubbell Robinson Jr., CBS Inc. Vice Presidents Sig Mickelson and Louis G. Cowan, CBS-TV Vice Presidents Harry G. Ommerle, William H. Hylan, W. Spencer Harrison, Robert M. Weitman and others.

Other information asked of CBS at hearings in New York in September also has been entered in the hearing record, including a memo from Dr. Stanton to CBS officials describing visits to five FCC members; correspondence on CBS attempts to beat down exclusive film exchange agreements between NBC and BBC and NBC and the Italian tv network, RAI-TV; CBS participation in the underwriting of BMI in 1940; a list of 32 performers who have 5- to 9-year contracts with the network, and correspondence regarding the once-considered affiliation of CBS-TV with WFMZ-TV Allentown-Bethlehem, Pa.

The account of the board meeting listed proposed changes in the CBS-TV fall 1956 schedule. None was planned for Monday evening, but on Tuesday the directors planned to have the *Red Skelton Show* from 9-10 p.m. and *Joe & Mabel* from 8-8:30. Directors thought it "unlikely" Pet milk and S. C. Johnson would want to share *Skelton* with Geritol, so it was planned to move Geritol into the 8:30 time slot and give Pet milk and S. C. Johnson *Joe & Mabel* for exclusive sponsorship, while at the same time moving Maytag and Sheaffer into the *Skelton* show.

On Wednesdays, the directors planned to put *Cartoon Theatre* in the 7:30-8 p.m. period, the strategy being that there had been "no significant progress against *Disneyland* [ABC-TV]" through previous use of an adventure series. It was felt that Terrytoons had been "almost as popular as Disney products" in movie releases and that *Cartoon Theatre* thus would compete successfully on tv, especially since the expensiveness of *Disneyland* was "forcing repeats" on ABC-TV.

On Wednesdays, also, it was explained, U. S. Steel had indicated it was satisfied with the 10-11 p.m. period, but General Electric had told 20th Century-Fox its show was too expensive and that too much time was being used to promote 20th Century-Fox films. If GE did cancel its alternate week time, the directors agreed, BBDO was "anxious" to acquire the time for *Armstrong Circle Theatre*.

On Thursday evening, the directors planned to put *Playhouse 90* in the 9:30-11 time, remarking that it appeared Bristol-Myers and Singer sewing machine would be sponsoring the show, although General Foods (which had occupied one of the half-hour periods), would not be. Directors noted Hazel Bishop had ordered the 10-10:30 period until *Playhouse 90* was to begin.

On Friday evening, it was planned to program *The Big Record* from 8-9, *The Brothers* or *Probe* from 9-9:30, and *Mr. McAdam & Eve* or *Chicago 212* from 9:30-10. General Foods, it was reported, was ready to give up its two half-hour shows between 8-9 p.m. and willing to consider a full hour. It was agreed to present *The Big Record* to General Foods with Johnny Carson or "possibly Gary Crosby" as m.c. William Esty, it was explained, was interested in melodrama from 9-9:30 and "may be good for *The Brothers* or *Probe*," it was noted, with the conclusion that the period would be suggested to Esty. Schlitz, it was said, was committed to *Playhouse of Stars* up to November, but J. Walter Thompson Co. had taken over the account and the directors thought there "seemed" to be a change in feeling and that Schlitz might be a "good prospect" for a new show starting in November.

On Saturday, CBS planned to place

CELLER GROUP CLASSIFIES 82 MORE NBC CONTRACTS

Details of second group (82) of network contracts with stations made public as antitrust subcommittee nears end in sorting affiliation pacts.

THE House Antitrust Subcommittee by last Thursday had completed classifying another 82 of the 210 NBC-TV affiliation contracts which it will publish in the subcommittee record. Earlier, the staff had classified 105 of the contracts [B•T, Oct. 29].

Contracts which called for waiver of 24 or more hours monthly to the network and compensation stations receive in percentage of the network station rate were:

24 hours, 35%: WSAV-TV Savannah, Ga.

24 hours, 33⅓%: WFBC-TV Greenville, S. C.; KSTP-TV St. Paul; WOAI-TV San Antonio; KFSD-TV San Diego; KTBS-TV Shreveport; WIS-TV Columbia, S. C.; KOMU-TV Columbia, Mo.; WSAZ-TV Huntington, W. Va.; WJAC-TV Johnstown, Pa.; WGAL-TV Lancaster, Pa.; WJIM-TV Lansing, Mich.; WAVE-TV Louisville; WMCT (TV) Memphis; WCKT (TV) Miami; WWJ-TV Detroit; WBAL-TV Baltimore.

WSB-TV Atlanta; KRON-TV San Francisco; WJAR-TV Providence; WDSU-TV New Orleans; WVEC-TV Hampton, Va.; WKY-TV Oklahoma City; KMTV (TV) Omaha; KSD-TV St. Louis; WFMJ-TV Youngstown, Ohio; WOOD-TV Grand Rapids, Mich.; WBRE-TV Wilkes-Barre, Pa.; KPRC-TV Houston; KOMO-TV Seattle; WSM-TV Nashville; WPTV (TV) West Palm Beach, Fla.; WEEK-TV Peoria, Ill.; WKJG-TV Fort Wayne, Ind.; WTRF-TV Wheeling, W. Va.; KTVT (TV) Salt Lake City.

24 hours, 30%: WRGP-TV Chattanooga; WROL-TV Knoxville; WCYB-TV Bristol, Va.-Tenn.; WCSH-TV Portland, Me.; KRGV-TV Weslaco, Tex.

27 hours, 30%: WICS (TV) Springfield, Ill.; 28 hours, 33⅓%: KOB-TV Albuquerque; 30 hours, 33⅓%: KFDX-TV Wichita Falls, Tex., and KVAR (TV) Mesa (Phoenix), Ariz.; 30 hours, 30%: WBRZ (TV) Baton Rouge, La.; 30 hours, 25%: KRIS-TV Corpus Christi, Tex.; 32 hours, 33⅓%: KHQ-TV Spokane, Wash.; 32 hours, 30%: KYTV (TV) Springfield, Mo.; 34 hours, 30%: KHAS-TV Hastings, Neb., and KIMA-TV Lima, Ohio; 35 hours, 30%: WDAK-TV Columbus, Ga.; 35 hours, 25%: KGNC-TV Amarillo, Tex.; 41.5 hours, 30%: KARD-TV Wichita, Kan.; 43 hours, 30%: KCOM-TV Sioux City, Iowa.

Affiliates which waived no hours to the network and percentages received:

30%: WTTV (TV) Bloomington, Ind.; WTVD (TV) Durham, N. C.; WGEM-TV Quincy, Ill.; WNEM-TV Bay City-Saginaw, Mich.; WABI-TV Bangor, Me.

25%: KOOK-TV Billings, Mont.; KONA-TV Honolulu, Hawaii; KEYT (TV) Santa Barbara, Calif.; KIDO-TV Boise, Idaho; WHIS-TV Bluefield, W. Va.; KFYR-TV Bismarck, N. D.; WNBF-TV Binghamton, N. Y.; WPTZ (TV) Lake Placid-Plattsburgh, N. Y.; WISE-TV Asheville, N. C.; WSVA-TV Harrisonburg, Va.; WSAU-TV Wausau, Wis.; KELO-TV Sioux Falls, S. D.

20%: KCKT (TV) Great Bend, Kan.; KFBC-TV Cheyenne, Wyo.

15%: WDAM-TV Hattiesburg, Miss.; KSWS-TV Roswell, N. M.; KCSJ-TV Pueblo, Colo.

10%: KBMT (TV) Beaumont, Tex.; KOTA-TV Rapid City, S. D.; KIMA-TV Yakima, Wash.; WSIL-TV Harrisburg, Ill.; KFXJ-TV Montrose, Colo.

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Whirly Birds or *UPA* in the 7-7:30 period, *Gunsmoke* from 7:30-8, *That's Me, Marie* from 8:30-9, *Herb Shriner Show* from 9-10 and *Perry Mason* from 10-11. It was said Liggett & Myers was "anxious to relocate" *Gunsmoke* and was "now willing to consider a co-sponsor if the time period has a suitable lead-in." J. Walter Thompson, it was said, wanted to "upgrade" Sylvania's tv show and the CBS strategy was to approach L&M to share *Gunsmoke* with Sylvania at 7:30, with the assurance that *Whirly Birds* or *UPA* would be the "lead-in" (i.e, precede *Gunsmoke*) and that *Gunsmoke* would be in more markets than the current Gene Autry show. It was planned to approach Sylvania afterward if L&M accepted. It was noted *That's Me, Marie* was scheduled from 8:30-9 for possible flexibility in extending the Jackie Gleason show to one hour. General Motors "has so far refused to agree to this," but was expected possibly to change its mind if the Gleason show's ratings did not improve. MCA, it was said, had suggested the show be expanded to our hour for the "next season," with films of *The Honeymooners* to be "interjected into the program." It was noted P. Lorillard was interested in continuing "in some form" with Herb Shriner and that P&G had suggested CBS talk to Compton about the Shriner show. It was planned to offer *Perry Mason* to Anheuser-Busch, "but there are many oher prospects."

On Sunday evening, the directors were told, it was planned to put *Landmark* in the 5-6 period, John Nesbitt in the 6-6:30 period and run *Omnibus* in the 5-6:30 period every four weeks. It was felt AT&T was a good prospect for placing its John Nesbitt series at 6 p.m., and CBS would ask AT&T for eight exemptions and propose to the Ford Foundation that *Omnibus* be put on once a month with CBS offering to increase the program budget.

The CBS directors, moving to the Monday-Friday daytime programming, were worried about the 1-1:30 p.m. period, because of its importance as a lead-in to commercial shows beginning at 1:30. Few of the 70 stations which were taking the 1-1:30 p.m. feed were basic required outlets, it was said, making time "almost impossible to sell." It was noted that among suggestions was one to discontinue network programming during this period, replacing a co-op show in the period which would include a news show to cost $7,500 weekly with a five-minute "cutaway" for the station to present local news. A decision on this was "deferred." The directors noted that many stations had low-rated shows in the 1-1:30 period, including CBS' own WBBM-TV Chicago, and it was resolved to "take immediate steps to have this program [*Luncheon With Billy*] changed." It was agreed to offer P&G reruns of *Our Miss Brooks* for the 1:30-2 period at a weekly gross of $70,000, "which provides room for negotiations."

The directors planned to develop a format for a daytime Johnny Carson show and to make a second pilot film of *Stand Up and Be Counted,* with improved opening and closing scenes to provide for breaks at the 15-minute point. Weekly cost would be $17,000 sustaining, $20,000 commercial.The directors doubted that a Jack Paar show would do well from 2-2:30 and deferred a decision on this.

In other plans, the CBS directors agreed to limit special shows to 10 during the 10:30-11 p.m. Saturday period, offering them to Ford, but selling them to others if Ford rejected them, perhaps on a participating basis. A pre-emption system was planned to give the network leeway to run "any extremely attractive one-shot" program.

It was noted the movie, "The Wizard of Oz," had been suggested for a 7:30-9 p.m. Friday period, and CBS wanted to have enough pre-emption rights for perhaps as many as two per season in every time period. It was planned to suggest 11 shows to Ford: "Show Boat," Mary Martin, Bing Crosby, "Men in White," Judy Garland, Mary Poppins, "High Button Shoes" (with Phil Silvers), "Wonderful Town" (with Herb Shriner), "The Circus," "Outward Bound" (adapted as a play with music), and "Green Pastures." It was planned that possibly 20 others would be added to the proposed list before it was presented to Ford, including "Three Men on a Horse," with Red Skelton.

The directors were told of problems with Noel Coward and Paul Gregory in getting them to do a suitable "third show."

No Bid on NCAA

The CBS directors decided not to bid for the NCAA football games because of some "relatively unattractive games available on certain Saturdays" and because such a schedule would also conflict with the baseball *Game of the Week* and other CBS-TV presentations. The directors, although reaching this decision on NCAA, deferred action on whether the CBS-TV position should be released to the press. It was agreed to "progress plans" for a Saturday afternoon football roundup.

CBS planned to try to get Prudential to sponsor *Air Power,* filmed by the Air Force in a series of 26, for Sunday, 6:30-7, reverting to *You Are There* after the run. Alternate times for *Air Power* were listed as 7-7:30 p.m. Saturday and 7:30-8 p.m. Wednesday.

Among the other CBS material entered in the subcommittee's hearing record:

1. A memorandum (Dec. 20, 1954) from Dr. Stanton to CBS Vice President Richard Salant and Washington attorney Julius F. Brauner in which Dr. Stanton said he and Earl Gammons, then CBS Washington vice president, had found "no evidence of hostility" to CBS' proposed $3 million purchase of WSTV-TV Steubenville, Ohio, among FCC Comrs. George McConnaughey, Edward M. Webster, Robert Bartley, Robert E. Lee and Rosel Hyde. The memo noted an interest by the FCC in CBS-TV's Extended Market Plan (EMP); FCC "skepticism about the future of uhf"; that a rulemaking could be expected on pay tv "very shortly," with the question of a hearing depending largely on industry response. There were other reports on the progress of the Senate Commerce Committee's tv network investigation, then under chairmanship of Sen. John W. Bricker (R-Ohio), although a Democratic Congress had been elected.

2. Correspondence in mid-1954 between Dr. Stanton and Sir Ian Jacob, director general of the BBC, in which Sir Ian explained that he felt BBC's best interests lay in an exclusive film exchange agreement between BBC and NBC. Dr. Stanton expressed his regrets to Sir Ian and said the latter's letter "didn't make pleasant reading"; that CBS had hoped to reach an agreement with BBC. Dr. Stanton wrote to subordinates that he tried to get Sir Ian to change his mind but "the boat had sailed," and expressed his unhappiness at which the exclusive agreement with NBC might mean "perhaps in Washington and prestige-wise" to the extent it was publicized by BBC.

3. A memorandum (Oct. 11, 1956) from CBS Vice President Salant to the House Antitrust Subcommittee saying that CBS had become "contingently liable" to BMI in 1940 for purchase of the E. B. Marks Corp. catologue, guaranteeing serial payments of $400,000 during 1942-45, with $140,000 of the amount pledged by affiliates. BMI made the full payment itself, he said, and no payment ever was made by CBS.

4. Mr. Salant also listed CBS performers under contracts running from 5 to 9 years (those with longer contracts were listed at the New York hearings in September): Charles Collingwood, Jack Sexton, Robert Trout, Milburn Stone, Marshall Reed, John Carson, Gale Gordon, Richard VanDyke, Phil Silvers, the Modernaires, Eve Arden, Robert Crosby, Douglas Edwards, Eric Sevareid, Walter Cronkite, Marie Wilson, Peter Lynd and Mary Healey Hayes, Red Skelton, Judy Garland, James Arness, Warner Anderson, Tom Tully, Robert Sweeney, Janette Davis, Jack Narz, John O'Brien, Irwin Fox, Amanda Blake, Dennis Weaver, George Hicks, Charles Romine and Carol Richards.

5. The memorandum also furnished additional data on the allegation by WFMZ-TV Allentown-Bethlehem, Pa., that WCAU-TV Philadelphia President Donald Thornburgh had said he would keep WFMZ-TV from getting a CBS-TV affiliation. A CBS memorandum (Dec. 28, 1953) said at one time there had been a question as to whether WCAU-TV could cover the Allentown-Bethlehem-Easton market 50 miles away because of rough terrain.

All such questions should be removed, the memorandum said, by the fact that WCAU-TV expected to increase power in July 1954 to 316 kw and antenna height to 1,000 feet, giving the Philadelphia station "10 times as much signal (equivalent of a hundredfold increase) in Allentown." Even a secondary affiliation with WFMZ-TV is inadvisable, the memorandum said, and would depreciate the value of WCAU-TV, a basic required station, making for duplicated and uneconomical coverage. Mr. Salant said he had been unable to find any evidence that Mr. Thornburgh had made the alleged statement.

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CELLER TAKES SWING AT B•T AND BMI

REP. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee, has expressed ire at B•T editorials ever since the magazine said there might be a political motive behind the Congressman's decision to hold hearings last September in New York in the subcommittee's hunt for monopoly among the tv networks. Last week the New York Democrat, appearing on ABC-TV's *College Press Conference* (Sun., 4-4:30 p.m.), was nettled again when reminded of B•T's editorial, "The Folly of Foley Square," written during the September hearings.

B•T's conclusions, Rep. Celler said, are "inane and improvident." The magazine is supported by broadcasters, he continued, and knows on which side its bread is buttered. B•T is prejudiced, he averred, and its "reflection of the entire industry is one tissue of prejudice and falsities."

Rep. Celler also remarked again about BMI, which he said was organized by broadcasters to break an ASCAP monopoly and now has become one itself. He recommended divestiture.

Here are pertinent parts of Rep. Celler's remarks during his interview by students Paulette Singer, New York U.; Roger Goebel, Manhattan College; Duane Patterson, U. of Richmond Law School; Ismelda Miller, George Washington U., and Ruth Geri Hagy, moderator.

Q: There have been accusations that you and members of your committee have pre-judged the television industry and called it monopolistic before you even got well into the hearings. Aren't these tactics somewhat similar to Senator McCarthy?

A: In the first place, your premise is false. I don't know where anybody got that notion that we had made such statements as that and that we pre-judge. As a matter of fact if you look at some of the statements that I made, I said that the television industry has made remarkable strides and done a splendid job, that it was one of the most important media of communication in the country and that, for example, on a Sunday afternoon more people have an opportunity to view and hear a Shakespearian play than the nation has had in a century by use of movies or legitimate stage or other media. I praise the television, but I said that it was an infant industry and had growing pains and that there was some evil in some parts of it at which there had been some complaints addressed to us, and we wanted to find out, we wanted to strengthen the good and uproot whatever evil there would be in it.

Q: (Mr. Patterson) Mr. Celler, I have a statement from BROADCASTING•TELECASTING magazine of September 24th in which they propound a question—they say the networks have developed television at enormous cost to themselves and they have become big businesses. Is it to be their penalty for being successful to be bull-whipped by any congressional committee that wants a headline? In other words, they have pioneered in this field and have expended large amounts of money; are they now to be penalized for developing it to the point where it is now and after having been successful?

A: I'm not responsible for the inane conclusions, the improvident conclusions reached by that magazine which you spoke of.

Q: (Miss Hagy) They are very highly respected in the industry, I might add. . . .

A: They may be, but I'll make this assertion: that the magazine itself is supported by broadcasters—they know on what side their bread is buttered and they're prejudiced, extremely so. And their reflection of the entire industry is one tissue of prejudice and falsities.

Q: (Mr. Goebel) Congressman Celler, if the industry were monopolistic, you have recommended, I believe, to divest the industry of certain phases of its operations.

A: No, I personally—not the committee. We have not come to any definite conclusions as to what divestiture there should or should not be except in one instance and that is in connection with what is known as Broadcast Music Inc. That's commonly called BMI. That was organized some years ago by the broadcasters to strike down monopoly that then existed by the American Society of Authors and Composers—called ASCAP. That organization has since been subjected to an antitrust court decree and they have cleansed themselves. But apparently BMI has now developed itself in the image of ASCAP and is now a monopoly in the sense that most of the broadcasting stations and the chains themselves, which own BMI—and you can't be stockholder in BMI unless you're a broadcaster—play most of the records and the tunes owned and published by BMI so that there has been drawn what composers like Oscar Hammerstein and Alan Lerner of "My Fair Lady" and Cole Porter and Steve Allen and many others call an electronic curtain drawn across music, that's been fashioned and composed by independent composers or those who are associated with ASCAP—that's a very serious thing.

Q: As far as the remedy for this is concerned, Mr. Celler, Dr. Stanton of CBS and Mr. Sarnoff of NBC have agreed to divest themselves of certain holdings and practices. Do you think that this would. . . .

A: Dr. Stanton, who took a very, for want of another term, a very liberal attitude—almost statesmanship-like. He said that when a certain lawsuit which was brought against him — his company — and the National Broadcasting Company by independent song writers is disposed of he would then take another look to see whether he could divest himself. But I am sure that he wants to divest himself. And so there's National Broadcasting, although the National Broadcasting Company's attitude wasn't as clear as that of Dr. Stanton.

Q: (Miss Miller) Congressman, ASCAP is making more money today than BMI but by defending ASCAP you're defending the larger organization, is that right?

A: I'm not defending ASCAP.

Q: With BMI—that's a smaller organization.

A: Oh, no, BMI has greater, far greater potentialities than ASCAP. I'm not defending either one or the other. I would say . . . plague on both your houses when they get out of line. What I'm trying to get is competition so that there will not be a situation develop where independent song writers and serious song writers—that is—can't get their songs heard over the radio. BMI had a cynical attitude—what the public doesn't hear, it won't miss.

Q: (Mr. Goebel) Congressman Celler, ASCAP is making three times as much money as BMI and four times as much popular music is being played by ASCAP composers than BMI. Why are you then going after EMI maintaining that they are not permitting independent songs to be published?

A: Because BMI has so conducted itself as to become a monopoly. It keeps from being

CHAIRMAN CELLER and the students with whom he appeared on the Oct. 28 *College Press Conference* on ABC-TV (l to r): Roger Goebel, Manhattan College, New York; Paulette Singer, New York U.; Imelda Miller, George Washington U. (D. C.); Rep. Celler; Duane Patterson, U. of Richmond (Va.) Law School, and moderator Ruth Geri Hagy.

heard on the radio certain types of songs—serious songs. For example . . .

(Miss Hagy): Our time has almost run out, Congressman Celler. Will you conclude that so we can ask you some other questions? **A:** I was going to say that the author of "Pajama Game" and "Damn Yankee," which have some very wonderful songs in them, were never heard practically over the radio because of the proscription of those songs by BMI. Cole Porter's "Can Can" and "Silk Stockings" had wonderful music but the public rarely heard them because BMI indicated to the broadcasters—not in—not in so bold a language not to play them. But they foisted their own songs on them.

ASCAP Lists Song Successes From Shows Cited by Celler

THE RECORDS indicated last week that Rep. Emanuel Celler (D-N. Y.) had overlooked something when he claimed (see story page 72) that music from four specific Broadway musicals was "rarely heard" on the air because they were ASCAP rather than BMI numbers.

Investigation shows that the four musicals he named—"Can Can," "Silk Stockings," "Pajama Game," and "Damn Yankees"—produced six songs which made the *Hit Parade* for anywhere from one to 17 weeks each. Additionally, 11 songs from the same four musicals are listed as "hit tunes" by ASCAP itself in its compilation called "40 Years of Hit Tunes."

From "Pajama Game," "Hernando's Hideaway" made the *Hit Parade* for 14 weeks and "Hey There" for 17. From "Damn Yankees," "Whatever Lola Wants" and "Heart" made it for seven weeks each. From "Can Can," C'est Magnifique" and 'I Love Paris" were on for one week each.

The "40 Years of Hit Tunes" publication contains the following "hit tune" listings from the shows named by Mr. Celler:

"Can Can"—Allez Vous En," "C'est Magnifique," "It's All Right With Me," and "I Love Paris (all by Cole Porter).

"Silk Stockings—"All of You" (also by Porter).

"Pajama Game" — "Hernando's Hideaway," "Hey There," and "Steam Heat" (all by Richard Adler and Jerry Ross).

"Damn Yankees"—"Heart," "Two Lost Souls," and "Whatever Lola Wants" (also all by Adler and Ross).

ASCAP's preface to "40 Years of Hit Tunes" explains that the booklet contains a listing of songs written by ASCAP members during the past 40 years "which have become hit tunes through popular acceptance. In the final analysis, it is always the public which makes the song hit—whether it is introduced on radio or television, in the theatre, on records or any other media . . .

". . . In selecting these songs, objective criteria were used. Various lists and surveys were correlated with ASCAP's own records of performances of the works of its members. The songs listed, of course, represent only a small segment of the society's repretory, which contains the finest music written by American writers of both popular and standard works . . ."

8% Communications Tax Applied to Multiplex Service

FM BROADCASTERS purveying a functional music type of background program must collect the 8% excise communications tax, the Internal Revenue Service has ruled.

The ruling ostensibly places fm operators who are running or planning to run a multiplex operation within the same tax boundaries as background music enterpreneurs who rent telephone lines to pipe their music into public places. Those using wire lines have always had to collect the excise tax from their subscribers.

The IRS held that the "communications tax on wire and equipment service applies to amounts paid by subscribers for a musical program service where radio channels are used for transmission of the programs. Tax at the rate of 8% of the amount paid for the musical program service should be collected from the subscribers by the company buying the service."

The ruling referred to a company which previously furnished a musical program service over wires leased from a telephone company, taxable as wire and equipment service, and now furnishes the same musical program service by "a system known as multiplex," which utilizes radio fm broadcast facilities and channels.

Fm operators claim they are not liable for the tax because they do not use wire facilities.

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TRANSFERS APPROVED FOR EIGHT STATIONS

FCC approvals involve a total almost $1 million. KWSM-AM-TV Joplin, Mo., sale for $591,000 is major transaction.

THE FCC approved the transfer of eight broadcast properties last week—with the aggregate purchase price totaling almost $1 million.

Major transaction was the transfer of KWSM-AM-TV Joplin, Mo., from Austin A. and Eleanor F. Harrison to WSTV Inc., for $591,000. KWSM, founded in 1946, operates on 1230 kc with 250 w fulltime. KWSM-TV, on ch. 12, began commercial operation in 1954. Both stations are affiliated with CBS. Comr. Robert T. Bartley voted to send a McFarland letter indicating the necessity of a hearing.

WSTV Inc. is the licensee of WSTV-AM-FM-TV (ch. 9) Steubenville, Ohio. Same interests (Jack Berkman-John J. Laux) also have shares in WBMS-AM-FM Boston, Mass.; WPIT Pittsburgh, Pa., and WFPG-AM-TV (ch. 46 permit) Atlantic City, N. J. WSTV Inc.'s purchase of WBLK-AM-TV (ch. 12 permit) Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., is in hearing on a protest.

Proposal to place his General Tire & Rubber Co. voting rights in a trust agreement won William O'Neil FCC approval to purchase WWPB Miami, Fla., from Paul Brake for $160,000. There had been some question whether the Commission would approve this sale, since RKO Teleradio already owns seven am stations—the maximum permitted one owner by FCC regulations. William O'Neil is the brother of Thomas O'Neil, president of RKO Teleradio, which is owned by General Tire. The purchase was made by WSKP Inc., 75% owned by Mr. O'Neil and 25% by J. W. Lemmon. Both Mr. O'Neil and Mr. Lemmon owned WJW Cleveland, Ohio, which they sold to Storer Broadcasting Co., in 1954 for $330,000 WWPB operates 1450 kc with 250 w fulltime.

Other sale approvals:

KBKI Alice, Tex.—From Buford Nicholson, Givens A. Parr and George Prowse to Jules J. Paglin and Stanley W. Ray Jr., for $37,650. Messrs. Paglin and Ray also own WBOK New Orleans, La.; WXOK Baton Rouge, La.; WLOK Memphis, Tenn. and hold minority interests in KAOK Lake Charles, La., and KYOK Houston, Tex.

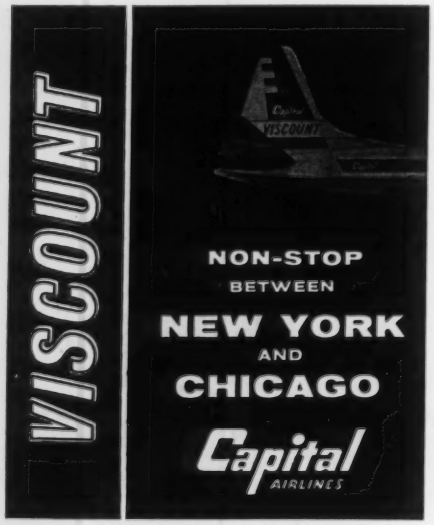
WBBA Pittsfield, Ill.—From Keith Moyer to G. B. Meyer, 55% interest for $25,500. This will give Mr. Meyer 80% ownership. Mr. Meyer has an interest in WTIM Taylorville, Ill.

WPLY Plymouth, Wis.—From Samuel Rieder by Milton Maltz and Robert Wright, for $22.000. This gives Messrs. Maltz and Wright negative control.

WTRW Two Rivers, Wis.—From Chris and Wendell Hansen and Charles Whitford to Francis C. Schmitt, for $22,000.

KBUN Bemidji, Minn.—From Edward W. Butler to Ben H. Potter Jr. and associates, for $65,000.

KVOC Casper, Wyo.—From William F. Shutts, I. F. Shahan and Duane Simons to Messrs. Shutts and Simons, for $45,000 for 51.9%.



WKNB-AM-TV Sale To NBC Gets Closer

TWO FCC hearing examiners have recommended that NBC be permitted to buy WKNB-AM-TV New Britain, Conn. The initial decision was issued last week by Hearing Examiners James D. Cunningham and Herbert Sharfman.

NBC bought the two New Britain stations for $600,000 almost two years ago, subject to FCC approval. Acquisition of the WKNB-TV outlet would give NBC its seventh tv station—and its second uhf.

WKNB-TV began operating on ch. 30 in 1953. It is affiliated with NBC. WKNB operates on 840 kc with 1 kw daytime. Julian Gross is principal owner of the stations.

Opposition to the transfer was filed by Elm City Broadcasting Co. (WNHC-TV New Haven) and WATR Inc. (WATR-TV Waterbury). However, both withdrew their oppositions after the FCC set the transaction for hearing on questions of concentration, overlap and lessening of competition.

The hearing examiners found that the addition of the New Britain stations to NBC's holdings would not constitute undue concentration of control. They also found that the overlap of Grade B service between NBC's WRCA-AM-TV New York and WKNB-AM-TV New Britain is "negligible." The examiners went on to state: "Moreover, the stations are located in separate and distinct cities, trade areas, counties, and metropolitan areas, and there are numerous other competitive services in the area of overlap."

The two examiners also found that granting NBC the ownership of the stations in the New Britain area would not tend to "substantially restrain" competition. Of significance, the examiners held, was the fact that CBS already owned a tv station in Hartford. (CBS was granted FCC approval to buy ch. 18 WHCT [then WGTH-TV] Hartford for $650,000 earlier this year; this action was reaffirmed last September following dismissal of a protest opposition.)

The initial decision also recommended that WKNB-TV be permitted to move its transmitter site, decrease antenna height and increase power. It said that from its proposed new site, WKNB-TV would not only cover New Britain-Hartford, but would also put a city grade signal over New Haven.

NBC bought its first uhf station—ch. 17 WBUF (TV) Buffalo, N. Y.—last year. It paid $312,500 for the upstate New York outlet. NBC also owns WRCA-TV New York, WRCV-TV Philadelphia, WRC-TV Washington, WNBQ (TV) Chicago, and KRCA-TV Los Angeles, all vhf stations. It also owns am and fm stations in all these cities except Los Angeles and Buffalo. In addition, the network owns KNBC San Francisco, Calif.

STORER, CELLER SALE BIDS FILED

Seeking FCC approval, an application for the $6.5 million sale of WAGA-AM-FM-TV Atlanta by Storer Broadcasting Co. to the Washington Post Co. was filed at the Commission last week.

The sale is contingent on FCC approval of Storer's $850,000 purchase of ch. 9 WMUR-TV Manchester, N. H. [B•T, Oct. 22]. This is predicated on FCC consent to move WMUR-TV's transmitter closer to Boston, subject to a pending WMUR-TV application before the FCC.

The application disclosed that Storer intends to acquire another am outlet in order to maintain the maximum ownership of standard broadcast stations. Storer now owns the limit of seven am, fm and tv stations. It has asked the FCC to approve its purchase of ch. 3 KSLM-TV Salem, Ore., and to permit it to move its transmitter closer to Portland, Ore.

The WAGA transaction was negotiated to permit Storer to acquire WMUR-TV without running afoul of the FCC's maximum ownership rules. It is believed that if the FCC approves the Storer $27,277 purchase of the Salem, Ore., ch. 3 grant and allows it to be moved nearer Portland, Storer will turn back its present ch. 27 KPTV (TV) Portland license.

The agreement, it was noted, was signed Oct. 15, permitting Storer to request tax relief should the purchase be approved. The FCC last September announced it would cease issuing relief certificates on station transactions made after Oct. 15. It said that after that date, the only time it would issue certificates would be where the sale of station was necessitated through a change in FCC rules.

The agreement provides that Storer must assign all network contracts in effect between Storer and CBS "but only to the extent that said contracts be assignable." In another clause in the agreement, it is provided that Storer shall be a party to tv and radio network affiliation agreements with CBS . . . "with respect to which no cancellation notice

shall have been given to or by seller."

It was also indicated that the Washington Post Co. would have to gain permission of the holders of its promissory notes by Nov. 15 for the purchase, with a possible extension by mutual consent. Deadline for the transaction is Jan. 7, 1957.

WAGA operates on 590 kc with 5 kw directional at night. WAGA-TV began operating on ch. 5 in 1949. Both stations are affiliated with CBS. Storer bought the standard broadcast station in 1939. The estimated replacement value of the Atlanta properties was given as $2,075,150.

Payment for the WAGA properties was to be $3 million at closing; $1 million one year later and $2.5 million balance over a five year period, at 4½% interest.

Balance sheet for Storer, as of Sept. 30, showed total assets of $27,647,134, of which $7,364,349 was listed as total current assets. Total current liabilities was given as $2,914,502; long term debt, $3,888,085; capital surplus, $5,741,611; earned surplus, $12,628,186.

The Washington Post Co. *(Washington* [D. C.] *Post and Times-Herald)* owns WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.

Balance sheet for the Washington Post Co., as of Sept. 9 showed total assets of $32,604,499, of which $10,602,831 was given as total current assets. Total current liabilities was listed as $5,907,586; long term notes, $11,400,000; capital surplus, $9,107,005, and earned surplus, $4,193,060.

Eugene Meyer is chairman of the Washington Post Co.; Philip L. Graham, president, and John S. Hayes, vice president in charge of its broadcast division. The Post bought the Jacksonville stations (WMBR-TV operates on ch. 4) in 1953 for $2.47 million. In 1950 the Post and CBS, on a 55%-45% arrangement, bought for $1.4 million what is now ch. 9 WTOP-TV from the Bamberger Broadcasting Co. In 1954 the Post bought out CBS for $3.5 million.

Storer stations in addition to the Atlanta outlets are WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WBRC-AM-TV Birmingham, Ala.; WJW-AM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va.; KPTV (TV) Portland, Ore. The Miami and Portland television stations are uhf; the others are vhf.

In 1953 Storer bought the WBRC stations for $2.4 million. In 1954, Storer paid $8.5 million for Empire Coil Co., which owned the Cleveland and Portland tv stations. In the same year, Storer paid $35,410 for the Miami ch. 27 permit held by E. D. Rivers Sr., and $300,000 for the facilities of ch. 23 WFTL-TV Fort Lauderdale, Fla.

The Stauffer Purchase

Application asking that the FCC approve the sale of Capper Publications Inc. to Stauffer Publications Inc. for $2.5 million [B•T, Sept, 24], was filed last week.

The application indicated that Stauffer was buying the stock held by the estate of H. S. Blake, Philip Zack, W. A. Bailey, the Capper Foundation for Crippled Children and 10 others—amounting to almost 100,000 shares—for $25 per share. Stauffer also will assume obligations amounting to about $4.5 million—bringing the price to $7 million.

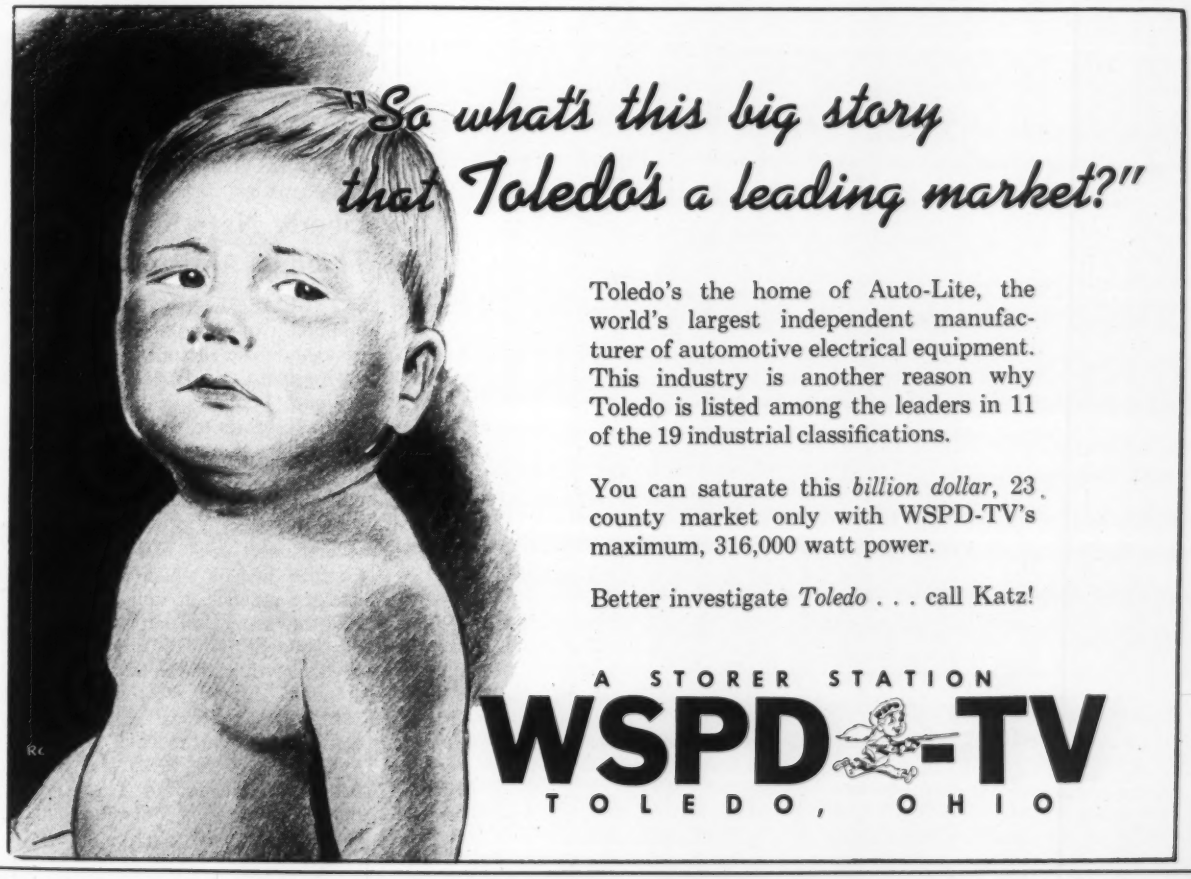
Capper Publications owns WIBW-AM-TV Topeka, and KCKN Kansas City, both Kan. WIBW-TV began on ch. 13 in 1954. It is affiliated with CBS and ABC. Capper owns the *Topeka Capital* and *Kansas City* (Kan.) *Kansan*, plus *Capper's Farm Journal.*

Stauffer Publications is headed by Oscar S. Stauffer. It includes broadcast stations KGFF Shawnee, Okla., KSEK Pittsburg and KSOK Arkansas City, both Kan. Stauffer also owns a string of daily newspapers in Kansas, Oklahoma, Missouri, and Nebraska.

The balance sheet for Topeka Broadcasting Assn. Inc. (licensee of the WIBW stations) as of Aug. 31 showed total assets of $982,022, of which $127,862 was listed as total current assets. Total current liabilities was shown as $111,998; indebtedness, $942,542; deficit, $222,519.

KCKN Broadcasting Co. balance sheet as of Aug. 31 showed total assets of $54,439, of which $17,034 was listed as total current assets; with total current liabilities given as $14,577; indebtedness, $119,800; deficit, $89,938. Replacement costs were given as follows: WIBW $334,733; WIBW-TV $940,649; KCKN $47,619.

Stauffer balance sheet, as of Sept. 30, showed total assets of $3,157,587; notes payable, $174,935, and surplus $815,219. The application noted that Stauffer planned to raise $500,000 from among its present assets, but that it was negotiating a $2 million loan through Kidder-Peabody Co., Chicago. Stauffer net profit after taxes in 1954 was $299,444; in 1955, $333,148.


"So what's this big story
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Toledo's the home of Auto-Lite, the world's largest independent manufacturer of automotive electrical equipment. This industry is another reason why Toledo is listed among the leaders in 11 of the 19 industrial classifications.
You can saturate this *billion dollar*, 23 county market only with WSPD-TV's maximum, 316,000 watt power.
Better investigate *Toledo* . . . call Katz!
A STORER STATION
WSPD-TV
TOLEDO, OHIO

FCC Schedules Hearing On Purchase of KEAR

IN three actions involving station sales, the FCC last week set one for hearing, but allowed the grant to remain in effect, and sent McFarland letters to the other two indicating that a hearing on the transfers may be necessary.

The Commission, by a vote of 4 to 1, ordered a hearing on the $500,000 sale of KEAR San Francisco (now KOBY), from S. A. Cisler to broadcaster David M. Segal, approved by the FCC early in September [B•T, Sept. 10]. However, the Commission permitted the grant to remain in effect. Comr. Bartley abstained; Comr. Doerfer dissented. In ordering a hearing, the FCC found that questions of misrepresentation are raised by the protest of Milton Stern Jr. Mr. Stern has alleged that he and others "subscribed to stock" in KEAR as a result of an aired appeal for funds to keep the station on the air as a good music station, that the station was subsequently sold to interests not concerned with good music.

In a letter to WRAK Inc. (WRAK-AM-FM-TV Williamsport, Pa.) the FCC said a hearing may be necessary on the $125,000 sale of those stations to WGAL Inc. (WGAL-AM-FM-TV Lancaster, Pa.), controlled by J. Hale Steinman and family. A question of concentration of control is raised, the FCC said, noting that a grant would give the Steinman family, besides its newspaper holding, controlling interests in seven am's (six in Pennsylvania, one in Delaware), four fm's (three in Pennsylvania, one in Delaware) and three tv's in Pennsylvania.

Moritz Zenoff, licensee of ch. 13 KSHO-TV Las Vegas, Nev., was advised that a hearing may be required on his application to assign the KSHO-TV construction permit to C&Z, a partnership comprised of Mr. Zenoff and Wilbur Clark. Noting that Mr. Zenoff has stated that if the FCC approves the assignment to C&Z, the partnership will then file an application to sell the station for $350,000 plus to Tv Corp. of America (Frank Oxarart, Albert Zugsmith, *et al*) [B•T, Sept. 24], the Commission questioned the two-ply arrangement and why Mr. Zenoff could not sell the station directly to the third party, Mr. Zenoff has said that Mr. Clark will not profit from the proposed second assignment, that he will only get repayment of a $45,000 loan.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 9

(Figures in parentheses indicate dates oral arguments were held.)

Miami, Fla., ch. 10 (7-18-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (3-12-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Charlotte, N. C., ch. 9 (6-25-55); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56).

AWAITING ORAL ARGUMENT: 5

(Figures in parentheses indicate dates initial decisions were issued.)

McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (6-5-56); San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING: 4

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3.

IN COURT: 9

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 3; Shreveport, La., ch. 12; Fort Wayne, Ind., ch. 69; Fresno, Calif., ch. 12; Miami, Fla., ch. 17; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 3 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

RKO Teleradio Keeps WGMS Pending Outcome of Hearing

WGMS-AM-TV Washington, D. C., will remain in the hands of RKO Teleradio Pictures Inc. pending the disposition of an evidentiary hearing on the protest of minority stockholder Lawrence M. C. Smith, the FCC, by a split vote, decided last week.

The Commission said it had reconsidered its earliler decision that the transfer grant should be stayed and that WGMS outlets be returned to its original owners. It said it had decided that the public interest required that RKO Teleradio be permitted to continue to own and operate the WGMS outlets pending completion of the protest hearing. This was done, the Commission said, on the assumption that the original majority owners would not care to continue operating the Washington stations under the previous good music format.

The FCC had been ordered by the U. S. Court of Appeals in Washington to require reversion of WGMS stations to original owners in seven days or to take other action in compliance with Sec. 309 (c)—the protest provision of the Communications Act [B•T, Oct. 29]. Commission originally gave principals until Oct. 12 to reassign stations; this was later postponed to Nov. 15.

Mr. Smith, who owns 16⅔% of the WGMS properties, challenged the $400,000 sale of the Washington good music outlets to RKO Teleradio on the grounds that Nathan Strauss, WMCA New York, had made a better offer. Mr. Smith also attacked the management contract between M. Robert Rogers and wife and RKO. Mr. Smith owns WFLN (FM) Philadelphia good music operation.

WGMS is now MBS outlet in Washington; WGMS-FM continues good music format.

Comrs. Rosel H. Hyde and Robert T. Bartley dissented to the action permitting RKO to continue operating WGMS stations until the protest is decided. Comr. Robert E. Lee felt the protest should be dismissed. Comr. John C. Doerfer, in a lengthy discussion, expressed the belief that the Commission should not become involved in what he termed were private stockholder's suits, and should dismiss the protest.

Swap of Stations' Control Sought by Equal Partners

EXCHANGE in control of two stations owned by partners Jack W. Hawkins and Barney H. Hubbs was requested last week in applications filed for FCC approval.

Under the proposal, Mr. Hawkins would gain control of KVFC Cortez, Colo., and Mr. Hubbs of KIUN Pecos, Tex., both now owned equally by them. The change would be effected this way: Mr. Hawkins would transfer to Mr. Hubbs one-sixth interest in KIUN, and Mr. Hubbs in turn would transfer to Mr. Hawkins one-sixth interest in KVFC. No cash is involved as the partners consider the stations to be of substantially equal value. The change would be beneficial, the partners believe, because Mr. Hawkins lives in Cortez and Mr. Hubbs in Pecos and majority control in each station would rest with the fulltime resident partner.

Partners Hawkins and Hubbs also have interests in three other Texas am stations, KVLF Alpine (60%), KCMR McCamey (80%) and KRIG Odessa (50%).

New Owner Retains WMFJ

WMFJ Daytona Beach, Fla., which the FCC ordered returned to its previous owner, W. Wright Esch, by Nov. 1, will remain under present ownership of WMFJ Inc. pending final FCC decision on the protest to the sale. The FCC last week set aside its earlier order which postponed the transfer grant and would have required WMFJ Inc. to turn the station back to Mr. Esch. The sale has been protested by Theodore Granik and William H. Cook, who allege the sale to WMFJ Inc. contravened their option to purchase the station. The FCC denied the protest and approved the transfer, but the U. S. Court of Appeals set the sale aside and ordered the FCC to hold hearings on it.

Liberty Nets $300,000 Through Antitrust Suits

SETTLEMENT, for $100,000, of the $2.1 million, two-year-old civil antitrust suit brought by the defunct Liberty Broadcasting System Inc., Dallas, Tex., against the National Football League [AT DEADLINE, Oct. 22], brings to $300,000 the amount recovered by the once operating sports network. LBS recovered $200,000 from the major league baseball leagues in 1954.

In both suits, LBS was relying on a 1953 federal court decision against the National Football League which termed as a violation the practice of radio blackouts. However, the same decision upheld the right of the National Football League to black out tv coverage when the home team was playing at home. Liberty went out of business in 1952 when projected arrangements to broadcast major league baseball and professional football fell through. It was founded and under the direction of Texas broadcasters Barton and Gordon McLendon, but since its suspension it has been in the hands of receivers.

U. S., MEXICO AGREE ON CHANNEL USAGE

Details of 'substantial agreement' on kilocyles should be known within 10 days, Washington authorities believe.

DETAILS of a U. S.-Mexico agreement on broadcast channel usage should become known in another week or 10 days, it was believed in Washington last week. Signing of the agreement between the two countries should be concluded in that time, it was understood, since both countries are in "substantial agreement."

Comr. Rosel H. Hyde, who returned last week from a fortnight in the Mexican capital conferring with communications officials in that country [B•T, Oct. 15], would only confirm that there was agreement. He indicated that the agreements must be reduced to drafts and submitted to the foreign offices of both countries before a signing could take place.

Comr. Hyde said there had been some modifications of the broadcast agreement reached between the two countries in 1955. At that time it was understood that agreement had been reached on Mexican secondary use of U. S. clears 660 kc (WRCA New York) and 830 kc (WCCO Minneapolis), with protection to the American clears at the border. Also involved, it was understood was the use of 540 kc (Canadian Class 1-A) by the U. S. and Mexico. The latest talks resulted in a waiver on the use of Mexican clear 1220 kc beyond that already in use domestically, it was understood [CLOSED CIRCUIT, Oct. 29].

Eugenio Mendez, a member of the Mexican delegation, said negotiations on the bilateral agreement had ended satisfactorily and that an end to interference on standard broadcast frequencies between the two countries appears possible after a three-year deadlock.

The negotiations between the two countries resulted from the fact that Mexico was not a signatory to the 1950 North American Regional Broadcast Agreement (NARBA). This is still pending ratification in the U. S. Senate. Delegates from Mexico and the U. S. met in Mexico City in 1954 and in Washington in 1955, but failed to come to come to a final agreement.

Comr. Hyde is chairman of the U. S. delegation and Carlos Nunez heads the Mexican delegation.

Four Tv Applications Go on File With FCC

APPLICATIONS for four tv stations—one in Puerto Rico, one in Hawaii and two in Mississippi—were filed with the FCC last week.

The only request for a uhf assignment came from State Telecasting Co., which filed for ch. 56 at Gulfport, Miss. State is 100%-owned by I. K. Corkern Jr., assistant engineer at WBRZ (TV) Baton Rouge, La., and former owner of WIKC Bogalusa, La. Mr. Corkern plans 21.47 kw radiated power with antenna height of 320 ft. above average terrain. He estimates construction costs at $60,420, first year operation costs at $73,000.

The other Mississippi application, for ch. 6 at Greenwood, was filed by multiple-station owner Cy N. Bahakel. Mr. Bahakel proposes 30.4 kw radiated power with antenna height of 347 ft. above average terrain. He estimates costs at $145,250 (construction) and $78,000 (first year operation). Mr. Bahakel owns WABG Greenwood and WKOZ Kosciusko, both Miss.; WKIN Kingsport, Tenn.; WLPH Huntington, W. Va.; WWOD Lynchburg and WRIS Roanoke, both Va., and WLBJ Bowling Green, Ky.

Portorican-American Broadcasting Co. (WPAB Ponce, P. R.) requested ch. 7 at Ponce with 0.578 kw radiated power, antenna height of 113 ft. above average terrain. Portorican-American is comprised of Alfonso Gimenez Aguayo, 41.4%, Inocencia Bigay vda. Soltero, 32.7%, and others. The group's costs were estimated at $98,800 for construction and $80,000 for first year operation.

Windward Broadcasting Co. (comprised of five individuals who have pledged $5,000 each) applied for ch. 11 at Kailua, T. H. Windward proposes 0.520 kw radiated power with antenna height of 247 ft. below average terrain. Costs were estimated at $4,597 for construction and $60,000 for first year operation. The low construction costs are made possible, it was explained, because all transmitter and studio equipment is to be leased through Kay Lab, San Diego, Calif.

General Foods, Coca-Cola Answer on Merchandising

GENERAL FOODS and Coca-Cola Co. last week added their answers to those of six other firms, made the week before, in the Federal Trade Commission's charges that they violated Sec. 2 (d) of the Robinson-Patman Act by participating with network-owned stations in a merchandising promotion plan involving food and drugstore chains [B•T, Oct. 29].

The General Foods and Coca-Cola answers were the same as those made by the other six firms: Both admitted participating in the merchandising-promotion plans with various network-owned radio and tv stations, but they denied they violated the law in doing so.

Answers by the other six firms were made Oct. 24, but General Foods and Coca-Cola received extensions to last Wednesday. A ninth firm, Pepsi-Cola Bottling Co., said it did not deal with food and drug stores, but with bottlers only.

It is now left up to the FTC to act on the complaints strictly on the basis of the legality of the practices. No hearings have been set for the nine firms, against which the FTC issued complaints last July.

The FTC has charged the companies violated the Robinson-Patman Act in buying advertising time on the radio-tv stations at regular card rates in return for which the respective station arranged for special displays in the stores of certain food and drugstore chains in the station's trading area, with the chain stores agreeing to the in-store displays in return for free advertising on the radio or tv station. This constitutes favoritism to the chain stores by the firms in making available promotion allowances which are not made on a proportionately equal basis to independents and other competitors of the chain stores, the FTC said.

Stations involved in the complaints against General Foods are ABC's WABC-AM-TV New York, CBS' WCBS New York and NBC's WRCA New York. Against Coca-Cola, they are ABC's WABC-TV, KABC-TV Los Angeles and WBKB (TV) Chicago; CBS' WBBM Chicago, WEEI Boston and KMOX St. Louis; NBC's WRCA, WRC Washington, KNBC San Francisco, WMAQ Chicago and WTAM Cleveland (formerly owned by NBC).

Examiner's Procedure Scored In Boston Ch. 5 Hearing

ORAL ARGUMENT on Boston's ch. 5, last available vhf channel in that city, was held before the FCC *en banc* last week. Comrs. Hyde and Doerfer were absent; Comr. Craven disqualified himself.

Chief FCC Hearing Examiner James D. Cunningham issued the initial decision in the case, favoring Greater Boston Tv Corp. [B•T, Jan. 9], and recommended denial of the then four competing applicants, WHDH Inc. (WHDH-AM-FM, Boston *Herald* and *Traveler*), Post Publishing Co. (WCOP-AM-FM, Boston *Post*), Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs. Post Publishing's application was dismissed last month at its own request.

Attorneys for the applicants which would be denied attacked the examiner's reasoning, arguing that he had adopted an unprecedented approach by "eliminating" applicants one by one rather than deciding the case on a comparative basis. Also under fire were the character qualifications of Greater Boston's proposed general manager (Michael Henry), with allegations that he had deined certain material facts under oath.

Three Daytime Ams Granted

TWO grants for new am stations were issued by the FCC last week and one proposed grant was made final. New permittees are:

Anna, Ill.—Anna Broadcasting Co., 1440 kc, 500 w, daytime. Equal partners in Anna Broadcasting are Pierce E. Lackey, owner of WPAD-AM-FM Paducah, Ky., and F. E. Lackey, owner of WHOP-AM-FM Hopkinsville, Ky.

Shreveport, La.—Twin-City Broadcasting Co. application for 1300 kc, 1 kw, daytime, favored in an initial decision Sept. 24 [B•T Oct. 1], was made final. Principals include Charles E. Ray (president-11.88%), owner, KLUV Haynesville, La., and 11.88% stockholder in WEND Baton Rouge, La., and Joel E. Wharton (4.95%), owner of KLVI Vivian, La.

Martin, Tenn.—Jones T. Sudbury, 1410 kc, 1 kw, daytime. Mr. Sudbury has been local commercial manager of KLCN Blytheville, Tenn.

Clear Channel Case Outcome Still Pends

A recommendation that the FCC close out the 10-year-old clear channel proceeding was under study by the Commissioners this week [B•T, Oct. 29]. The suggestion was submitted by the Broadcast Bureau of the Commission and was the subject of discussion at last week's FCC meeting.

Also on the desks of commissioners was a petition by the Clear Channel Broadcasting Service asking that the proceedings be reopened to bring data up to date so that a final decision could be issued. The CCBS recommendation was that Class 1-A channels be authorized higher power (50 kw is the maximum power permitted by the Commission at present) and that no duplication be permitted on Class 1-A channels. There are 24 Class 1-A stations; of which 14 are members of CCBS.

CCBS also asked that the daytime skywave proceeding be re-consolidated with the clear channel hearing. In 1953 the daytime skywave case was separated from the clear channel proceeding.

Resolution of the clear channel case is predicated on the court-ordered requirement that the Commission take some action on the 15-year-old KOB Albuquerque, N. M., case. KOB has been operating under temporary authorization on clear channel 770 kc since 1941.

It was understood that the FCC has scheduled a special meeting today (Monday) to discuss what to do in the KOB case. The court directed that something be done by Nov. 27 and that it be notified what plans were afoot by Nov. 12.

During the preliminary discussion last week it was apparent, it is understood, that Comr. Rosel H. Hyde was opposing the idea of cancelling the clear channel proceeding. It was also understood that Comr. T. A. M. Craven was abstaining from taking a position on the matter.

The CCBS petition resulted from a meeting of its members last Monday in Chicago.

The clear channel case was initiated in 1945. Its purpose was to determine whether clear channel stations should be permitted to increase their power or whether the clear channels should be broken down to permit additional stations to be assigned on these frequencies. Hearings were held in 1946, but no further action was taken.

WMEX Wins First Round in License Renewal Bout

RECOMMENDATION that the FCC renew the license of WMEX Boston, involved in a hearing over past horse race broadcasts, was made last week by FCC Hearing Examiner Hugh B. Hutchison. The Commission in March 1955 designated the WMEX license renewal application for hearing to determine whether the horse racing shows broadcast by the station during parts of 1953-4-5 were of substantial use to and aided illegal gambling interests.

While the examiner concluded that the broadcasts were used to some extent by bookmakers, he felt that there was not enough evidence to determine that horse racing information broadcast by WMEX ". . . has actually been used in any substantial degree" by illegal gambling interests or that the ". . . information appears likely to have been of substantial use for such purposes."

Mr. Hutchison noted that WMEX discontinued the questioned programming in September 1955 and that the station's general manager has "given positive assurance" that none will be broadcast in the future. The examiner pointed out that the WMEX management instituted precautionary measures, such as delaying the broadcast of race results, to prevent misuse of this information. The examiner said during the time WMEX broadcast the racing shows the station's overall programming was ". . . on the whole, diversified, well-balanced and in the public interest."

FCC Rejects Uhf Pleas Involving Vhf Actions

THE FCC turned down two petitions by uhf stations asking that it put a no-construction ban on a vhf grant and withhold a final determination in a vhf hearing case.

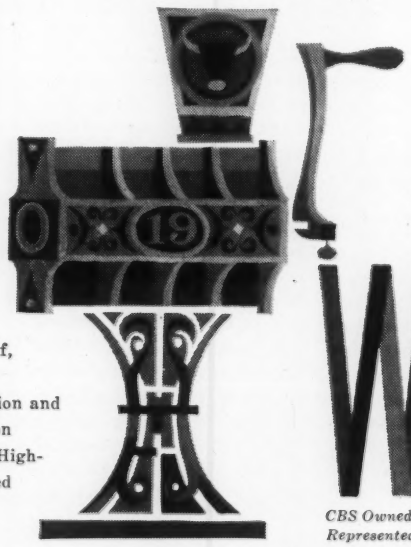
Denied was a request by ch. 22, KVDO-TV Corpus Christi, Tex., that the Commission reconsider its denial of last July to KVDO-TV's request that a ban on construction be placed on the ch. 10 grant made to KSIX-TV, same city, until the deintermixture proceeding is decided. The FCC has proposed to deintermix Corpus Christi by switching the educational reservation to ch. 6 or 10 from ch. 16, or by deleting ch. 6 or 10.

Deferment of the Paducah, Ky., ch. 6 decision—now awaiting final decision by the Commission—was asked by ch. 22 WSIL-TV Harrisburg, Ill., pending the Commission's determination whether to make southern Illinois an all uhf area. This request was denied by the Commission, as was an alternative petition that a ban on construction be placed on any final grant for Paducah's ch. 6 until the outcome of the deintermixture requests are known. The FCC noted that these denials were with prejudice to WSIL-TV's petition for rule-making to assign ch. 3 to Harrisburg and to reassign WSIL-TV to that channel.

In other rule-making actions the FCC assigned ch. 19 to Nacogdoches, Tex., by deleting that channel from Tyler, Tex., and Lake Charles, La., and substituting ch. 61 in Tyler and educational ch. 14 in Lake Charles. These changes necessitated substituting ch. 76 for ch. 21 in Crowley, La., and ch. 70 for ch. 14 in De Ridder, La. All these changes become effective Dec. 10.

Noting that an application is now on file for ch. 9 at Monahans, Tex., the Commission terminated rule-making in proceedings which would delete that channel and assign it to Hobbs, N. M.

The FCC called for comments by Dec. 10



Produces meaty results

For grinding out sales, you can't beat WXIX! So says one of Milwaukee's leading producers of quality sausages. Linking upped business to his weekly half-hour program on WXIX, Charles Schaaf, president of the Schaaf Sausage Co., frankly admits: "*Results have been most gratifying.* Wider distribution and sales are in no small way attributable to our television advertising. Ratings have been constantly growing. High-quality WXIX programming and production have helped sell Schaaf's to Milwaukee." Moral: Your *wurst* sales problems are solved on high-grade, low-cost WXIX.

WXIX

CBS Owned • Channel 19 • Milwaukee
Represented by CBS Television Spot Sales

on the following proposals:

Bozeman, Butte, Mont.—Assign ch. 6 to Bozeman by deleting it from Butte, substituting ch. 28 in the latter city.

Johnstown, Altoona, Pa.—Shift ch. 19 from Altoona to Johnstown.

Arecibo, Aguadilla, P. R.—Shift ch. 13 from Arecibo to Aguadilla.

In two cases the Commission included new rule-making requests as counterproposals in pending docket cases. These included a request by ch. 3 KMTV (TV) Omaha, Neb., to assign either ch. 16 or ch. 7 to Ainsworth, Neb. Pending rule-making would assign ch. 3 to Ainsworth. The other request was by ch. 20 WICS (TV) Springfield, Ill., to delete ch. 2 from Springfield and assign it to Terre Haute, Ind., as well as to St. Louis, Mo. Outstanding rule-making would make Springfield all uhf by deleting its ch. 2 and assigning it to St. Louis, adding ch. 26 and either ch. 36 (deleting 36 from St. Louis) or ch. 39 to Springfield in addition to its present chs. 20 and 66 (educational).

Internal Revenue Clarifies Status of Tv Bid Expenses

IF a radio station fails to win a tv grant, it can deduct the expenses incurred in prosecuting its application as a business expense in the year in which a grant is finally denied, the Internal Revenue Service has ruled.

But, if the radio station wins the grant, then those expenses—legal, engineering, accounting, travel expenses of witnesses, preparation of briefs, etc.—must be capitalized, the IRS said.

If the radio station wins the grant, IRS said, "the amounts thereof would not be deductible from gross income, but would constitute a part of the cost basis of an asset of a permanent nature, within the meaning of section 263 of the Internal Revenue Code of 1954." IRS also said depreciation could not be allowed, because the useful life of the asset is of indeterminate duration, and the cost basis of the asset would be recoverable upon its sale or other disposition.

The IRS' ruling regarding capitalization of the expenses for the winners of a tv grant has been made previously. It has been appealed to the U. S. Tax Court by WBIR Knoxville, Tenn. [B•T, Jan. 16]. WBIR, which holds a grant for ch. 10 in that city (WBIR-TV began operating last August and is affiliated with CBS), appealed an October 1955 IRS ruling which held it could not write off expenditures obligated during the course of the two-year-long hearing for the vhf channel. The tax involved amounts to approximately $15,500. WBIR's position

Airspace Panel Action

AT its weekly meeting last Wednesday, the Washington Airspace Panel took the following action:

KCJB-TV Minot, N. D., (ch. 13)—Proposed 1,073-ft. (above ground) tower approved.

Advertisement

From where I sit *by* Joe Marsh

Happy Swap

More and more farmers—who badly need hired help *sometimes*, but can't afford a *full-time* hand—are making deals with young town workers and the employers they work for.

For instance, young Hap Hooper now lives rent-free *on Easy Roberts' farm. In return he works about 100 days a year for Easy—for a farmhand's pay.*

The rest of the year Hap works for his "regular" boss . . . Buzz Ellis, the electrician. Buzz just speeds up his business when Hap's on hand—slows it down when he isn't—and, like Easy, pockets healthy savings in wages.

From where I sit, it's great how people with different backgrounds—and different viewpoints — can cooperate. How about more of us trying that? I live in a town—maybe you're a farmer. I'm partial to a good glass of beer—you may prefer coffee or milk. But we can make things pleasanter by ignoring differences and giving each other a "hand."

Joe Marsh

Copyright, 1956, United States Brewers Foundation

is that these expenses were ordinary and necessary and should be considered as business expenses. A tv grant, WBIR has held, is a necessity to protect its am business.

Alternatively, WBIR maintained, if expenses for tv acquisition must be considered a capital investment, then the taxpayer should be permitted to depreciate this over a three-year period—since that is the life of the license.

The latest ruling by the IRS held that tv licenses are "indeterminate" and therefore not possible of amortization.

It is believed that the WBIR appeal will be litigated in Tax Court sometime next spring.

Hough Named Superintendent of Senate Radio-Tv Gallery

ROBERT C. HOUGH, who takes over duties as superintendent of the Senate Radio-Tv Gallery next Jan. 1 upon the retirement of D. Harold McGrath [AT DEADLINE, Oct. 29], at 29 will be the youngest superintendent ever to head either of the two (House and Senate) radio-tv galleries.

MR. HOUGH

Mr. Hough, whose appointment was announced by Joseph F. McCaffrey, chairman of the executive committee and president of the Radio-Tv Correspondents Assn., is also the second superintendent ever to head the Senate gallery. He joined the Senate in January 1940 as a page boy, worked his way up to chief page and joined the radio-tv gallery in 1943, where he has been ever since except for two years in the armed forces.

Mr. McGrath became the first head of the Senate Radio-Tv Gallery upon its organization in February 1940.

Mr. McCaffrey also announced the appointments of Con. J. D'Andrea and Mrs. Marion L. Ball as first and second assistant superintendents, respectively.

WHLS
MICHIGAN'S POWERFUL 250 WATTER HEARD AROUND THE WORLD
. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.
4 FULL TIME NEWSMEN
Port Huron's community station
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

EASTMAN CITES CRITERIA FOR POWERHOUSE OUTLETS

Blair executive, commenting on BBDO's analysis of radio's potential, reminds that powerhouse classification these days belongs to the properly-programmed outlet, rather than the station of yesterday which relied solely on high wattage.

CONTINUED appeal of any station, "powerhouse" or otherwise, "depends entirely on how well it has managed to program to the region it serves," according to Robert E. Eastman, executive vice president of John Blair & Co., station representation firm.

His statement was contained in a letter to Fred Barrett, BBDO media director who three weeks ago issued a clarification of references to "powerhouse" radio stations as contained in a BBDO analysis of radio's history and potential [B•T, Oct. 15]. The analysis, as a whole highly complimentary to radio, contained one passage saying the influence of "powerhouse" stations had passed.

In his clarification, Mr. Barrett said BBDO inclines toward buying "leadership" in radio as in other media, and that few of its campaigns fail to include "a substantial representation of the 50,000 w stations that are dominant in the areas they serve."

Further Definition Urged

Mr. Eastman in his letter took much the same tack as Mr. Barrett.

He said that Blair represents "more stations of the 'powerhouse' variety than any other representative in the business and, therefore, might have been especially sensitive to the reference in the booklet. However, we believe that we understood the intent quite well." Mr. Eastman continued:

"The difference between the so-called powerhouse station and any other radio station is that the former serves not only a home city, but also a far-flung area . . .

"It is common knowledge in the broadcasting business that over the years many 'powerhouse stations' prospered through the simple expedient of 'throwing the switch.' Very little effort and imagination was expended in the way of developing programming with character and effectiveness. Result: These powerhouses have slipped and are not what they used to be. Everyone who knows the business intimately knows those stations which have not kept pace with their competitive situation and the programming needs of their overall, widespread community.

"There are many outstanding, wide-coverage stations in the country today which, for the past many years, have worked diligently to develop better programs designed to meet the competition of more radio stations on the air, television, better movies, bigger magazines, etc. These stations have wisely concentrated their major emphasis on their area, developing personalities with appeal throughout the station's area, expanding their farm broadcasting, offering more on-the-spot coverage of news, as just a few examples . . .

"There is no programming formula for the powerhouse station. It must schedule those programs which, in the careful judgment of management, best fit the likes of the people in that area. In one section of the country, popular music with good personalities has the greatest appeal; in another section, it is country music.

"As in any other endeavor, those stations, powerhouse or otherwise, which have done well in figuring out and executing their program appeal are filling a real need today, whether it applies to a large coverage area or to a metropolitan area . . ."

Mr. Eastman said the Blair company was "particularly pleased" with BBDO's overall analysis, which he called a "thorough and intelligent review of radio."

DuMont's WTTG (TV) Names Anderson as General Manager

JAMES ANDERSON has been named general manager of WTTG (TV) Washington, Ted Cott, vice president of DuMont Broadcasting Corp. and general manager of owned stations, announced last week. Also announced was the elevation of WTTG Business Manager Richard Stakes to assistant general manager.

MR. ANDERSON

Mr. Anderson joined the DuMont staff in July as New York account executive for WTTG and has brought the station's national billing to its highest point in history, according to Mr. Cott.

WCKY Names John Gordon As Local Sales Manager

JOHN GORDON has been named local sales manager of WCKY Cincinnati, it was announced last week by C. H. Topmiller, president-general manager.

Mr. Gordon is a former radio-tv director of the Cincinnati office of Ruthrauff & Ryan. More recently he served as account executive with Stockton, West, Burkhart agency, also Cincinnati.

Oriole Games on WBAL

WALTER DRISKILL, vice president of the Gunther Brewing Co., Baltimore, is announcing today (Monday) that all the Baltimore Orioles' regular league and selected exhibition baseball games will be broadcast next year by WBAL that city. Amount involved was not disclosed. Agency for Gunther, which owns the radio-tv rights to Oriole games, is Sullivan, Stauffer, Colwell & Bayles. Charles Weissner Jr. is the account executive and Ernie Harwell will do the play-by-play. Tv details for next year have not been announced.

Delbert Greenwood Named KOA-TV Promotion Head

DELBERT S. GREENWOOD, for the past year promotion director of WEOA Evansville, Ind., has been named television promotion manager of KOA-TV Denver, Colo., it has been announced by William Grant, KOA-TV president-general manager.

MR. GREENWOOD

Before going with WEOA, Mr. Greenwood was for several years sales development director with WGBF Evansville.

Mrs. Nini Pospahala will continue as program director at KOA-TV.

Two WCSC-AM-TV Engineers Killed by Electrical Charge

WILBUR R. ALBEE, 40, chief engineer of WCSC-AM-TV Charleston, S. C., and William Brantley, 27, engineer, were killed by an electrical charge last Wednesday while conducting field-strength measurements of the tv station's signal.

Roland Weeks, WCSC-TV manager, said that the two men were working on the outskirts of Georgetown, S. C. (60 miles north of Charleston), when an antenna on their equipment trailer apparently came in contact with a high tension wire. An unidentified witness of the accident reported that one man (Mr. Brantley) was knocked down and trapped by the 6,900 volts and Mr. Albee came in contact with the charge while trying to free him.

Mr. Albee had been with the station 15 years and supervised the construction of the tv outlet. He is survived by his wife and four children. Mr. Brantley, with the station two years, is survived by his wife and one child.

WRCA-TV Offers Color Spots At Black-and-White Prices

A DRIVE to attract additional advertisers into the color tv fold has been started by WRCA-TV New York, which is offering 20-second station breaks to advertisers in color at the same price of a black-and-white 20-second break.

As announced by Jay Heitin, director of sales, a client will be given the services of a special staging and designing production unit coordinated by Peter Affe, manager of WRCA-TV's studio and film operations, and the services of a staff announcer will be made available. Mr. Heitin noted that the campaign also is designed to point up that color tv "is now a staple product and not a luxury."

The station has 16 color spots available Monday-through-Friday between 11 a.m. and 11:45 p.m. Currently, it carries 8 hours and 35 minutes of local color programs per week in addition to NBC-TV color.

NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MIAMI
MEMPHIS
LOS ANGELES
SAN FRANCISCO

representing **RADIO**
representing **TELEVISION**

BRANHAM

national advertising representatives

11 OFFICES FROM COAST TO COAST. . . . .

United Press news produces!

Israeli-Egyptian Conflict Points Up Services of UN

ERUPTION of the Israeli-Egyptian conflict last week pointed up the services available to networks and stations by the radio and television section of the United Nations in New York. The unit maintains facilities by which radio and television networks (on payment of line charges) may take a direct feed of UN's coverage of proceedings before the Security Council and General Assembly and also has a short wave operation to beam coverage throughout the world.

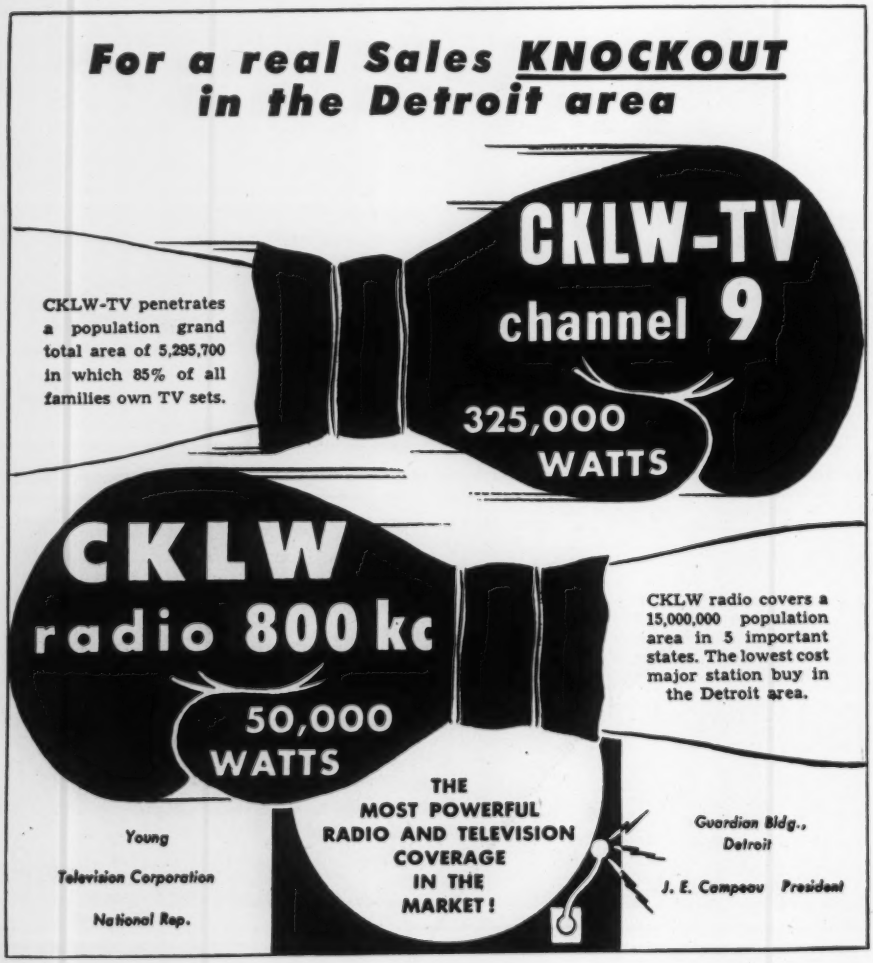
A spokesman pointed out that stations outside of New York have to depend on the networks with which they are affiliated for coverage or else pay line charges for direct connection. Though there have been instances in which U. S. radio stations have monitored shortwave broadcasts, the UN spokesman said the operation is not effective for domestic outlets in that reception of the signal is seldom clear.

First station to inform B•T it was monitoring shortwave broadcasts from United Nations headquarters in New York for background news when the Middle East crisis broke was KRUX Phoenix, Ariz., a 24-hour music-news independent belonging to the Bartell group. KRUX Executive Vice President and General Manager John F. Box Jr. said the background color was used to augment the news wire coverage and reported five KRUX newsmen worked all Tuesday night to air bulletins and prepare a special Wednesday 7 a.m. roundup. The roundup included four long distance beeperphone interviews with officials of Israel and Egyptian delegations at the UN. KRUX mobile units, under supervision of News Director Joe Patrick, obtained public cross section reactions in Phoenix Wednesday, including Egyptian students at nearby American Institute for Foreign Trade. Mr. Box said KRUX is monitoring UN radio chiefly on 15.23 and 11.70 megacycles, as well as Voice of America transmissions, on a 24-hour basis.

In addition to providing live coverage of UN proceedings, the UN radio and tv section also supplies networks and stations with transcribed and filmed programs which have been carried on a regular basis. The section is staffed by approximately 80 to 90 production people and 25 engineers. It has three camera chains and facilities for "hot" kinescopes.

Small Named WRUF Director

KENNETH F. SMALL has been appointed to replace Major Garland Powell as director of WRUF-AM-FM, U. of Florida station in Gainesville. Mr. Small formerly was assistant general manager of WPDQ Jacksonville, Fla., serving with that station five years. Major Powell retired as active director, effective Nov. 1, and has been retained by WRUF as director *emeritus*.


For a real Sales KNOCKOUT in the Detroit area
CKLW-TV channel 9
325,000 WATTS
CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.
CKLW radio 800 kc
50,000 WATTS
CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.
THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!
Young Television Corporation
National Rep.
Guardian Bldg., Detroit
J. E. Campeau President

Radio, Tv Personalities Cited on Morals Counts

TWO Philadelphia radio personalities and a former television performer were among 11 men in that city who have been charged with morals offenses in the investigation of a vice ring which allegedly lured teenage girls through a model agency.

The three are Steve Allison, 41, disc jockey-commentator on WPEN; Jack Barry, news announcer for the same station, and Bob Horn, 40, who was discharged several months ago by WFIL-TV (where he emceed a teenage show) after he was arrested on a charge of drunken-driving. Mr. Horn more recently has operated teenage dances at Philadelphia and at Wildwood, N. J.

An indictment was returned against Mr. Allison by a Philadelphia grand jury last week. Mr. Barry and Mr. Horn are scheduled to go before the jury sometime this month.

Mr. Allison was charged with committing four immoral acts with two girls in the record room of WPEN after his show went off the air and also was accused of corrupting the morals of a minor.

Mr. Horn was accused in a warrant of 20 statutory offenses involving a 14-year-old girl at two apartments he maintained in Philadelphia.

Mr. Barry was charged with committing one immoral act in the WPEN building.

Shortly after Mr. Allison's arrest, William B. Casky, WPEN general manager, said he was "shocked at these developments."

Said Mr. Casky:

"In the past, the value of Allison as a performer and his show as a medium of information and entertainment have been unquestioned. The obvious value of the show is borne out by the prominent local, state and national figures who have appeared on it as guests. While we feel a man is innocent until proven to be guilty, in deference to the public we have taken Mr. Allison off the air until such guilt or innocence is established."

Later, when Mr. Barry was charged, Mr. Casky said that the situation was "simply beyond my comprehension. The public may be sure that any of our performers that are accused will be taken off the air until the matter is settled."

WFIL-TV said that Mr. Horn has not been connected with the station since his traffic arrest last June and declined further comment.

Cochrane Promoted

JOE COCHRANE has been named program promotion and merchandising manager for KNX Los Angeles and the Columbia Pacific Radio Network, it was announced last week by John Asher, director of sales promotion and advertising for KNX-CPRN. He succeeds Robert M. Fairbanks, who has joined the promotion department of CBS owned KNXT (TV) Los Angeles. Jim Francis was named assistant to the sales promotion director, taking over the job vacated by Mr. Cochrane.

WBDJ-AM-TV Roanoke, Va., now is in its new quarters in the Times-World Building, which marks the culmination of a $2 million expansion program by the Times-World Corp. *(Roanoke Times* and *Roanoke World-News).* Tv facilities in the building include two operating studios and a 150-seat auditorium.

KBON Omaha, Neb., Adds 50 Hours of 'Good' Music

UNDER the title of "Musicana," KBON Omaha, Neb., has added 50 hours a week of "good" music in addition to its varied schedule of shows by station personalities and programs from both ABC and Mutual networks.

According to Paul R. Fry, president-general manager, the KBON program department has spent several months auditioning and cataloguing a musical library designed for discriminating listeners.

"This is not a simple matter of playing and replaying a small stack of 'Top 10' or 'Top 20' or even 'Top 1,000,'" said Mr. Fry, "but it is Omaha Radio 1957."

Staff Changes at NBC Spot

ADDITION of Herb Rothman, formerly advertising promotion manager of Whitney Publications, New York, as a sales promotion specialist for NBC Spot Sales highlighted a series of changes announced last week by Mort Gaffin, director of new business and promotion for the unit. Other changes included the promotions of Elaine Simpson from promotion writer to promotion service supervisor and of Shirley Joblove, radio promotion writer, to radio sales presentation writer.

WDBJ-AM-FM-TV Executives Now Times-World Officers

ELECTION to officer status in the Times-World Corp., Roanoke, Va., of two executives of WDBJ-AM-FM-TV, that city, was announced last week by M. W. Armistead III, chairman of the corporation's board of directors.

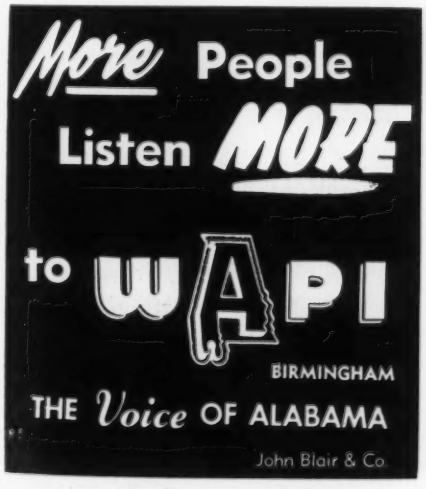
Ray P. Jordan, managing director of broadcasting operations, has been named vice president for broadcasting, and John W. Harkrader, assistant managing director and commercial manager, has been elected assistant vice president and commercial manager for broadcasting.

NEWLY-ELECTED officers are (l) John W. Harkrader, assistant vice president, and Ray P. Jordan, vice president.

Mr. Jordan joined WDBJ in 1924 when the station was founded and has served as manager since 1930. Mr. Harkrader joined WDBJ in 1938 and has served as promotion manager and national sales manager as well as commercial manager.

Fiala Named by WROW

APPOINTMENT of Albert M. Fiala Jr. as commercial manager of WROW Albany, N. Y., was announced last Monday by George M. Perkins, station manager. Mr. Fiala, formerly with the New York radio staff of Avery-Knodel Inc., station representative which represents the station, will supervise both national and local sales for WROW.



INTENSIVE COVERAGE of Florida's Second Market

Any advertising campaign aimed at America's TOP Markets must include the Tampa-St. Petersburg metropolitan area—America's 36th Retail Market—and WFLA-TV!

WFLA-TV reaches more than 319,000 TV sets in a 30-county area of 402,695 families—where retail sales topped a billion and a quarter dollars last year!

Add unduplicated NBC live programming in the WFLA-TV 100-mile radius to this intensive coverage and you have the reason why National Spot Advertisers are buying WFLA-TV 2 to 1 in Florida's SECOND MARKET!

Consult your Blair-TV man for top-rated availabilities.

(Figures from Telepulse, Dec. 1955; Sales Management, 1956 and Rorabaugh, Jan. 1956)

wfla-tv channel 8 NBC
TAMPA-ST PETERSBURG
NBC Basic INTERCONNECTED

National Representative—BLAIR-TV Inc.

Santa Barbara Group Formed

INCORPORATION of the Channel City Tv & Broadcasting Corp. to apply for ch. 12 when, as and if it is moved to Santa Barbara, Calif., from Fresno, Calif. (proposed by the FCC in a pending rule-making proceeding), has been announced. The new company is comprised of Charles A. Storke, president (co-editor and publisher of the *Santa Barbara News-Press*); Sherrill C. Corwin, vice president (theatre chain owner and holder of 15% interest in KAKE-AM-TV Wichita, Kan.); Frank W. Crane, vice president (president of Southern California Broadcasters Assn.); Ruben J. Irwin, secretary-treasurer (oilman); William Rea, director (former owner, CKNW New Westminster, Canada); and Richard Polsky, director (department store owner).

Rollins' Sales Reported Up

NATIONAL spot sales by Rollins Broadcasting Co. radio stations during the first six months of 1956 were up 48% over the same period last year, according to an announcement by Graeme Zimmer, Rollins' national sales manager. Rollins owns and operates WNJR Newark, N. J.; WJWL Georgetown, Del.; WBEE Chicago; WRAP Norfolk, Va.; WAMS Wilmington, Del.; WGEE Indianapolis, Ind., and WPTZ-TV Lake Placid (Plattsburgh), N. Y.

Boston to Budapest

NEWS EDITOR Rod MacLeish of WBZ Boston reached a member of the Hungarian revolutionary council by transatlantic telephone Wednesday and developed the fact that revolutionists need economic aid from the U. S., but emphatically want no military help. National wire services picked up the story.

The Budapest official contacted gave his name as "Nagy" but said he was no relative of the Hungarian premier. Asked if his country wanted economic aid, Mr. Nagy said, "Yes, we do." Then Mr MacLeish asked about military assistance. "No, this is an internal affair of the Hungarian people. Keep your troops out of here," was the reply. The revolutionary spokesman in reply to a question whether Russians would leave his country said, "They've got to."

KRUX Phoenix Raises Rates

MARKING the third 15% rate increase since KRUX Phoenix, Ariz., became a member of the Bartell group last February, the station announced new rates effective Nov. 1. The new Class A one-minute spot rate is $9.45 national and $7.25 local. The station uses a 24-hour music and news format.

MacLatchie Named to Post In A-K Los Angeles Office

APPOINTMENT of Douglas MacLatchie as television sales manager in the Los Angeles office of Avery-Knodel Inc., station representatives, is being announced today (Monday) by Lewis H. Avery, president.

MR. MacLATCHIE

Mr. MacLatchie joins Avery-Knodel from Edward Petry & Co., where he had served for several years, most recently as eastern sales manager for television. Previously he had been on the sales staffs of WFIL-AM-TV Philadelphia. Mr. MacLatchie's appointment follows an expansion program at Avery-Knodel, under which the company opened branch offices in Dallas and Detroit, bringing total number of offices to seven.

WJPB-TV Building Begun

CONSTRUCTION of a new building has been begun in Fairmont, W. Va., to contain studio and offices of now dark WJPB-TV that city and the general offices of Beacom Broadcasting Enterprises, which operates radio and tv stations in West Virginia and Pennsylvania.

The building, Broadcast House, will be ready for occupancy early next year, according to J. Patrick Beacom, president-owner. Mr. Beacom said that WJPB-TV then will resume operations on ch. 35 with a new tower 1,710 ft. above sea level and located directly behind the new building.

Broughton Dies at 83

CHARLES E. BROUGHTON, 83, former president of WHBL Sheboygan, Wis., and before that editor-publisher of the *Sheboygan Press*, died Oct. 31 following eight weeks of hospitalization. A prominent Democrat and civic and professional figure, Mr. Broughton sold his interests in WHBL only a few weeks ago and was active in the station management until suffering a stroke Sept. 11.

REPRESENTATIVE APPOINTMENT

KSFO San Francisco, appoints Am Radio Sales Co., N. Y., as national sales representative.

REPRESENTATIVE PEOPLE

Joanne Pyle, former head of her own public relations firm, to Forjoe & Co., N. Y., as promotion and research director.

STATION PEOPLE

Galen S. Blackford, KJR Seattle, Wash., commercial manager, to station manager.

E. J. Galbos, sales manager, Cheyenne, Wyo., local DeSoto-Plymouth dealer, to KVWO, same city, as station manager.

You Get
FASTER SALES ACTION
from
Penna's most Powerful Independent
WIBG'S personalities like Doug Arthur, plus WIBG'S 10,000 WATTS of Power make the big difference!
WIBG includes extra bonuses at no extra cost . . . BILLBOARDS, TRANSIT CARDS, DIRECT MAIL and Trade Paper advertising to help your sales. Dollar for Dollar, your best buy in Pennsylvania is
WIBG
990 | 10,000 WATTS
SUBURBAN STATION BLDG., PHILA. 3, PA., RI 6-2300
NAT'L REP.: RADIO-TV Representatives
LONG ON RESULTS . . . SHORT ON COST

Augie Cavallaro, sports and administrative director, DuMont Broadcasting Corp. named executive assistant to vice president and general manager. He succeeds **Lewis Arnold,** recently appointed general manager KTLA (TV) Los Angeles, filling post vacated by death of **Klaus Landsberg** [B•T, Oct. 15].

Lee Langer, Blair-Tv, N. Y., to KTLA (TV), Hollywood, as account executive and **James Pearson,** KTLA production division, to sales service staff.

Bill Gettman to WJAG Norfolk, Neb., as chief engineer. Other WJAG changes: **Don Broadstone,** sales and programming staff, to operations director; **Jack Miller** to sales staff and **Stan Merchant,** sportcaster, to news director.

Henry M. Stanley named director of national sales, KCMJ Palm Springs, Calif.

Tom Fraioli, Music Corp. of America, to WRVA-TV Richmond, Va., as local sales manager.

Ted Hamilton, WESB Bradford, Pa., sales representative, to WRUN Utica, N. Y., in similar capacity.

Liv Lanning, formerly with KEEN San Jose and KBOX Modesto, Calif., to sales staff of KSTN Stockton, Calif.

Don Boles, KLLL, Lubbock, Tex., to sales staff of WKYW Louisville, Ky.

Lee Jensen, KRNR Roseburg, Ore., salesman-announcer, to KBIF Fresno, Calif., as account executive. Mr. Jensen replaces **Frank Cassidy,** resigned.

Larry Coke, advertising manager, Toller Drug Co., Sioux City, Ia., to KVTV (TV), same city, as promotion and publicity manager.

Clause Wiese to WMTW (TV) Poland Spring, Me., as production manager succeeding **Les Richards,** resigned.

Mary J. Speaker, former traffic manager, KTVX (TV) Muskogee, Okla., to KOA-TV Denver, Colo., in similar capacity.

Kenneth E. Markel, commercial manager, KRGV-AM-TV Weslaco, Tex., to KATZ St. Louis, Mo., sales staff.

Joe B. Foster to KTBC-TV Shreveport, La., as commercial manager. **Podge M. Reed** succeeds Mr. Foster as commercial manager of KTBS-Radio.

Ken Yandle, senior producer-director KING-TV Seattle, to KGW-TV Portland, Ore., in similar capacity.

William A. Cancilla, KFRC San Francisco, to KNBC, same city, as director of merchandising.

A. H. Christensen, KEX Portland, Ore., to KGW-TV, same city, as promotion-publicity manager.

Ken Hirsch, recently released from service, to promotion director, WKZO-AM-TV Kalamazoo, Mich.

Don Hardin, former continuity director, WTVN Columbus, Ohio, to WLWC (TV), same city, as director of commercial operations.

William P. Coulter, formerly with *Augusta* (Ga.) *Chronicle,* to WMAZ-AM-FM-TV Macon, Ga., as news director.

Milt Flack, news director, WBML Macon, Ga., to United American Life Insurance Co. Atlanta, as public relations director.

James J. Rue, assistant director of sales promotion, KNXT (TV) Los Angeles and Columbia Television Pacific Network, appointed director of promotion department of KTLA (TV), same city effective Nov. 1. **Howard L. Wormser** continues as director of publicity.

Delbert S. Greenwood, promotion director, WEOA Evansville, Ind., to KOA-TV Denver, Colo., in similar capacity.

Perry Allen, KTLN Denver, promoted to program director.

Raymond E. Guth, program director, WOC-TV Davenport, Iowa, also named program director of am affiliate, WOC.

Chris Condon, Worcester, Mass. newsman, to KVOO-TV Tulsa, Okla., as news director.

Connie Slavin, assistant promotion manager KCBS, S. F., resigned, succeeded by **Jim Wolf,** KCBS promotion writer and **Marilyn Lord,** promotion department, KGO, same city.

Jeanne Marie Jones, KYW-TV Cleveland, Ohio, appointed sales service manager.

James Bentley, radio-tv director, Mallory Advertising, San Jose, Calif., to KRON-TV San Francisco, as assistant program manager.

Dick Lynch, KTLA (TV) Hollywood, assistant to director of promotion, named assistant sales promotion manager.

Frank Langley, assistant publicity director, WOR-TV New York, to WPIX (TV), same city, in similar capacity.

Dan T. Griffin, WBIG Greensboro, N. C., program director, to assistant general manager. **Terry Bane,** WBIG announcer, named assistant program director.

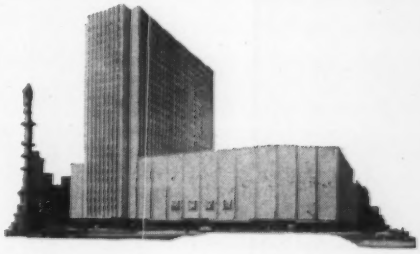
Allan B. Connal, senior studio supervisor, WRCA-TV N. Y., to supervisor of facility staging (unit supervisors, designers, make-up artists, wardrobe personnel).

Mike Layman, president and general manager, WSFC Somerset, Ky., elected president Somerset Kiwanis Club.

Allen M. Woodall, president and general manager, WDAK-AM-TV Columbus, Ga., elected president of local Democratic association.

Daniel W. Kops, executive vice president and general manager, WAVZ New Haven, Conn., appointed chairman of committee to coordinate United Nation observances locally by New Haven mayor.

Harold C. Lund, vice president and general manager, KDKA-AM-FM-TV Pittsburgh, Pa., elected director of Pittsburgh Opera Inc.



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PAUL HEINECKE, President

LICENSING THE PERFORMANCE,
MECHANICAL OR SYNCHRONIZATION RIGHTS IN
"THE BEST MUSIC IN AMERICA"
TO THE ENTIRE ENTERTAINMENT INDUSTRY,
RADIO, TELEVISION, MOTION PICTURE,
TRANSCRIPTION AND PHONOGRAPH RECORD COMPANIES,
THEATRES, CONCERT HALLS, HOTELS, ETC., WITH

A REPERTORY OF DISTINCTION

Celebrating Our 25th Anniversary

Producers of the famous

SESAC TRANSCRIBED LIBRARY

The Coliseum Tower
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STATIONS

Miller N. Babcock, vice president and managing director of WGBS-FM Miami, named public information chairman, local chapter of American Red Cross.

Michael R. Hanna, general manager, WHCU Ithaca, N. Y., elected trustee of Ithaca College for five-year term.

Bob Mohr, general sales manager, KTLA (TV) Hollywood, appointed to Los Angeles Advertising Club board of directors.

Howard Coleman, head of WNBQ (TV) Chicago color sales development unit, will address Kiwanis Club on color television at Morrison Hotel in Chicago, Nov. 8.

Bob Stanton, sports director, WSUN-TV St. Petersburg, Fla., resigns as narrator on *Robert Montgomery Theatre.*

Vince Bagli, WBAL Baltimore, sports editor, elected president of Baltimore Sports Reporters' Assn.

Helen Hunley, WLAC Nashville, Tenn., selected "Miss UGF" for 1957 to represent United Givers Fund in local charitable agencies.

Edward M. Sleighel, president, KABQ Albuquerque, N. M., father of girl, Nancy-Isabel Wilder.

Doug Duperrault, program director, KRBB-TV El Dorado, Ark., father of girl, Reeda Denise, Oct. 14.

Larry Cooper, public service director, KWK-TV St. Louis, father of boy, Stephen Wayne, Oct. 23.

Bob Stolz, production assistant and cameraman, KHOL-TV Kearney, Neb., father of girl, Roxanne, Oct. 22.

Jack Moore, KHJ-TV Los Angeles, film department, father of boy, Michael James, Oct. 26.

Dick Reid, WCHS-TV Charleston, W. Va., father of girl, Jo Ann, Oct. 8.

Bill Roddy, newcaster, KPTX (TV) San Francisco, father of boy, Oct. 15.

Johnny Michels, disc jockey, WDGY Minneapolis, father of boy, Scott Bradley, Oct. 12.

Vickie Varnum, copywriter, WINK Fort Myers, Fla., married to Frank Earl Leffers, Oct. 20.

Claude Turnell, studio assistant and cameraman, KHOL-TV Kearney, Neb., married to Simone Jacoulet, Oct. 4.

Lee F. Curran, 53, KTRK-TV Houston, Tex., promotion-publicity director, died Oct. 21 of lung cancer.

William J. Morrissey, 63, market analyst, WLS Chicago, died Oct. 27.

Mary Schwab di Fant, former copywriter, WKNB West Hartford, Conn., died at the home of her parents in Ft. Lauderdale, Fla., Oct. 11.

TRADE ASSNS.

PROGRAM MORTALITIES TO BE DISCUSSED AT BROADCASTERS PROMOTION ASSN. MEET

Attendance of 150-200 expected at Chicago meeting of new organization Nov. 16-17. BPA objectives: To sell radio-tv promotion.

A GOOD many programs come on but "down you go," as it were, every year for lack of a hold on audiences and sponsors alike. To what degree are advertisers, agencies, networks and local stations responsible for lack of better promotion and exploitation on these shows?

Theme of new program "mortalities" and the concept that "new programs should be sold like new products" will be explored by Don Paul Nathanson, president of North Adv. Inc., during a merchandising pro-and-con session of the Broadcasters Promotion Assn. meeting in Chicago Nov. 16-17.

Advance registration for BPA's first annual seminar at Chicago's Sheraton Hotel was reported heavy with the likelihood that attendance would approximate 150-200 from among midwest station promotion and allied field representatives who have expressed interest in the youthful organization. BPA's objectives are principles addicted to selling promotion *per se* as a tool of radio-tv broadcasting as against printed media, or pitting one medium against another in terms of time vs. space, and, intra-murally, "my time (promotion) is your time (promotion)," in terms of problems and difficulties encountered by various individual station promotion executives [B•T, Oct. 22].

Agenda for the seminar was pretty well set last week, comprising leading industry figures, as deadline neared for advance registrations (today).

Mr. Nathanson will discuss agency-client merchandising needs Nov. 17 (Saturday) in a panel on sponsor audience promotion as part of a discussion on merchandising pros and cons. Newcomers to the BPA merchandising session are R. S. McDonald, advertising director, Quaker Oats Co., Chicago, and Max E. Buck, manager of WRCA-TV New York, with talks slanted along audience promotion lines on client merchandising needs and stations' merchandising role for advertisers, respectively. David Kimble, account executive, Grey Adv. Agency, will moderate the session. Dr. Sydney Roslow, director of Pulse Inc., New York, will join representatives of other audience measurement services in a panel give-and-take on ratings at the afternoon (2 p.m.) session Friday (Nov. 16). On the same day Leonard Kent, vice president and head of research for Needham, Louis & Brorby Inc., Chicago, will discuss the concept of market selections for radio-tv and assistance stations can render toward agency decisions [B•T, Oct. 29].

Mr. Nathanson, long a believer in the "imagery transfer" concept now being promoted by NBC Radio, is expected to present case histories supporting a theory that many programs (mostly tv) go off the air not for lack of "merits" but simply because of disinterest. He is expected to offer specific suggestions, along product selling lines, calling for creation of attention and arousing of interest.

Mr. Nathanson will take the tack that better promotion and particularly exploitation (a new found weapon in many large agency circles) can prove to be the remedy for high program mortalities, and evince a general widespread agency and personal concern on the matter.

Panel for a station representatives panel Nov. 16 on promotion of radio-tv time sales holds promise of being controversial, in light of recent agency-representative differences over effectiveness of radio as an advertising medium, particularly in state broadcaster association meetings. Larry Webb, managing

DISCUSSING accomplishments at the season's final NARTB regional conference held at Birmingham, Ala., a fortnight ago [B•T, Oct. 29] are (l to r) George Harvey, WFLA-TV Tampa, Fla.; Wilton Cobb, WMAZ-TV Macon, Ga.; Carter Parham, WDEF-TV Chattanooga, Tenn.; Irving Waugh, WSM-TV Nashville, Tenn., and J. W. Woodruff Jr., WRBL-TV Columbus, Ga.

director of Station Representatives Assn., will moderate a session featuring Wells Barnett, Blair Tv and John Blair & Co., New York (on differences in selling radio-tv time); Arthur Bagge, midwest radio sales manager, Peters-Griffin-Woodward Inc., Chicago (differences in selling timebuyers and account executives); Dudley Brewer, manager of the Branham Co.'s Chicago office (helpful sales promotion for representatives), and Dwight S. Reed, vice president of H-R Representatives, Inc., Chicago (on importance of station contact-promotion among local and regional brokers, jobbers and distributors).

Amid charges that agencies have frequently "undersold" (and understaffed themselves for) radio in recent years, the session is sure to be a lively one, with agency delegates to be admitted as associate members, upon accreditation, with a question and answer period to follow.

Donald D. Davis, vice president and commercial manager of KMBC-AM-TV Kansas City, and Frederick Gregg, account executive, Young & Rubicam, New York (and proposed part owner of WLAP Lexington, Ky., in expected sale of property by Gilmore Nunn to group of parties—CLOSED CIRCUIT, Oct. 29), will be participants in an exploration of promoting time sales to local, local-national with co-op and national-regional accounts in a Friday (Nov. 16) session, with David Partridge, advertising and sales promotion manager, Westinghouse Broadcasting Co., as moderator.

Independent radio station promotion along with means of promoting uhf, trade paper advertising and feature films and syndicated packages, will be canvassed Saturday morning in roundtable discussions. Highlight of the session will be the citations and awards competition, along with the advertisers' promotion contest. Sam Elber, promotion manager of WERE Cleveland, will head the independent station panel. Robert Van Roo, WXIX (TV) Milwaukee, is set for the uhf portion, and Joe M. Baisch, general manager of WREX-TV Rockford, on promotion of feature films and syndicated film packages, with Mr. Kimble as table leader on trade paper advertising.

Dr. Roslow will join representatives of American Research Bureau, A. C. Nielsen Co. and C. E. Hooper Inc., previously announced, on the audience evaluation panel Friday afternoon.

Tom Dawson, WBBM-TV Chicago, will introduce the speakers, already announced.

The next session will be devoted to print advertising, publicity, station-sponsored special events, direct mail for civic organizations, exploitation and utilization of program department facilities as part of the scope of audience promotion, with Elliott Henry, director of advertising, promotion and press information, WBKB (TV) Chicago, as introduction speaker, and Gene Godt, WCCO Minneapolis, as moderator.

Organizational meeting is scheduled for Friday morning with Charles Wilson, WGN-AM-TV Chicago, as temporary chairman. Other steering committee members for BPA, who will work out bylaws, membership and dues, services and a nominating committee, are John Keys, WMAQ-WNBQ (TV) Chicago; Robert Peel, WIND Chicago, and Messrs. Henry and Dawson. Election of officers will be held at the Saturday (Nov. 17) closing business meeting.

BPA has dispatched letters and copies of its seminar agenda to film companies, station representatives, advertising agencies and others eligible for associate membership.

Tour of WNBQ (TV) Chicago color facilities and reception jointly hosted by B•T and *Advertising Age* will be among social highlights in late afternoon and early evening hours. Registration fee is $25 for complete seminar, including entertainment, with checks to be mailed to Charles Wilson, care of Broadcasters Promotion Assn., 200 E. Illinois St., Chicago 11, Ill. Registration will be open Thursday (Nov. 15) 6-9 p.m. and Friday at 8 a.m. Individual or additional tickets to either of two morning or one afternoon sessions are $5 each with luncheon tab of $5 and banquet $10 per person.

INFORMAL SESSIONS SET FOR FARM DIRECTORS MEET

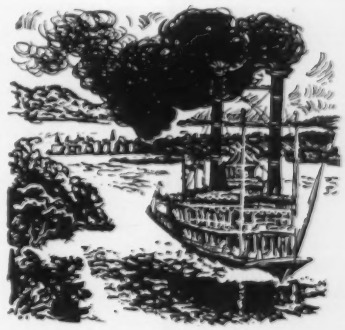
Agenda for Chicago meeting Nov. 23-25 stresses discussions on radio-tv programming, promotion and sales. Fellows to give 'road ahead' forecast.

INFORMAL sessions on radio-tv programming, promotion and sales will dominate the 13th annual convention of the National Assn. of Television and Radio Farm Directors in Chicago Nov. 23-25, according to the advance agenda being distributed to members by Jack Timmons, KWKH Shreveport, La., and NATRFD vice president.

Highlight of the three-day meetings at the Conrad Hilton Hotel will be the annual "road ahead" forecast by NARTB President Harold E. Fellows at the Saturday (Nov. 24) luncheon. Newly-elected officers will be announced Sunday evening. John McDonald, WSM Nashville, is current NATRFD president.

The convention starts Friday afternoon with the president's report, committee and regional reports and a business session. American Feed Mfrs. Assn. will host a cocktail party and the Chicago Board of Trade

"KRIZ Phoenix was right when they said this barbecue seasoning makes you feel warm way down inside—"



STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records.

Today, its array of manufacturing is the most vast in America . . . a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area) where—say preliminary reports of the new U. S. Census of Manufactures — the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market — four states wide, *four billion dollars* deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

will give a buffet supper, with Maynard Speece, WCCO Minneapolis, presiding over dinner. Entertainment will be offered by the *WIS* (Chicago) *National Barn Dance* stars, with Harold Safford, assistant to the general manager of WIS, as emcee.

American Dairy Assn. will host a breakfast Saturday, with a talk by Frank R. Neu, its public relations director, and Charlie Slate, East Texas Network, presiding. Dr. Herbert True, marketing professor, U. of Notre Dame, will deliver his "Creative Thinking" presentation.

The theme "Ideas Build Better Programs —More Listeners—More Sponsors" will be used during the morning and afternoon sessions, along with "How We Do It" case history talks on tv and radio. Sears, Roebuck & Co. is giving the Saturday luncheon, to which Mr. Fellows has been invited. Methods of visually improving tv programs will be explored by Lester Weinrott, vice president, Kling Film Productions Inc. Talks on "Do's and Don'ts of Color Television" by Milt Bliss, NBC Chicago, and Ruth Alampi, WRCA New York, will be afternoon features, along with a tour of WNBQ (TV) Chicago color facilities.

Don Tuttle, WGY Schenectady, will discuss "A Radio Farm Director Meets Tv" Sunday morning, to be followed by business session and election of officers. National Safety Council will be host at the luncheon, at which time presentation of annual farm safety awards will be made. Afternoon discussions will be devoted to how RFDs can serve the radio-tv industry, to new farm radio-tv program times and how RFDs can help sell (with panel of station representative, agency and station personnel). The American Farm Bureau Award, given by courtesy of the National Plant Food Institute, will be announced at the annual banquet as will NATRFD tenure citations.

TWO NEW OFFICERS of the Heart of America Chapter, American Women in Radio & Television, chat with Mrs. Georgia Neese Clark Gray, former U. S. treasurer, at the chapter convention in Wichita, Kan. L to r are Marie MacDonald, KFBI Wichita, newly-elected secretary; Mrs. Gray, who was convention speaker, and Ethel Jane King, KAKE-TV Wichita, new president. Other new officers elected at the convention last month were Peg Jostedt, Fardner Adv., St. Louis, Mo., vice president, and Hazel Stebbins, KFOR and KOLN-TV, Lincoln, Neb.

RTNDA Readies Agenda For Milwaukee Meeting

RADIO-TV workshop sessions, an address by NARTB President Harold E. Fellows and announcement of the first annual Paul White Award, will highlight the annual convention of the Radio-Television News Directors Assn. at Milwaukee's Plankinton Hotel Nov. 15-17.

From 150 to 200 RTNDA member delegates are expected to attend the sessions, which open officially Wednesday (Nov.14) with advance registration and a board meeting. Harold Baker, WSM Nashville, Tenn., will preside as RTNDA president.

Sig Mickleson, CBS vice president in charge of news and public affairs, will address the opening Thursday morning session.

Other speakers will include Milwaukee Mayor Frank P. Zeidler; Sol Taishoff, B•T editor-publisher; Charles Campbell, director of British Information Service; Nezih Manyas, assistant director, Turkish Information Office, and various participants in workshops and roundtable discussions.

Winners of the Paul White and other awards will be announced at the Friday evening banquet. The White award, named after the veteran newsman, will be presented for "the most significant contribution to radio and television journalism" during the 12-month period prior to the convention. It is not limited to newsmen *per se*, but is open to anyone in the broadcasting and allied fields.

NARTB Issues First Edition Of New Television Quarterly

THE first issue of *Television Quarterly*, a slick-paper booklet to be published four times yearly by NARTB, made its appearance last week. Vol. 1, No. 1 carried seven articles, three reprinted from other publications, including B•T, and the rest original pieces. The first issue had 32 pages.

Television Quarterly will be used to acquaint the general public with the achievements of television, NARTB said.

NARTB members will receive their copies without charge, while the association is mailing copies to industry and business, government, civic and religious leaders.

NARTB is offering copies for 10 cents each (8 cents each with orders for 100 or more, plus postage) to tv stations for distribution on the local level.

Exhibition Planned by AWRT

A HIGHLIGHT of the 1957 spring convention of American Women in Radio and Television will be a Sight and Sound Fair, it was announced last week by AWRT President Edythe Fern Melrose of WXYZ-AM-FM-TV Detroit. The convention will be held April 25-28 in the Chase-Park Plaza Hotel, St. Louis.

The exhibition, to be larger than the one at last year's Boston meeting, is designed to provide AWRT members with a wider knowledge of new products, trends and conveniences of interest to the broadcasting industry.

More Competitive Facilities: Doerfer Answer to Monopolies

THE best cure for alleged monopolistic conditions in tv broadcasting is the exhaustion of every feasible means to provide more competitive facilities because experience has shown "government fiat is a poor substitute," FCC Comr. John C. Doerfer told the Broadcast Adv. Club of Chicago Monday.

"Whether this will be accomplished by continuing a policy of vhf-uhf intermixture, adopting a new assignment plan of shortened separations, or moving all television broadcasting into the uhf portion of the spectrum, I cannot answer at this time," Comr. Doerfer said in an address before nearly 200 members at the Sheraton Hotel.

Reiterating his skepticism about selective deintermixture as an "interim relief" measure, Comr. Doerfer gave assurance FCC is "exerting a tremendous effort to solve these problems." He again urged a cautious approach in tv network investigations as recommended before NARTB Region 3 in Birmingham [B•T, Oct. 29].

WWLP (TV) Leaves NARTB; Bias Toward Bigness Is Charge

A CHARGE that NARTB is representing "only a small but powerful, segment of the industry" was leveled last week by William L. Putnam, general manager of WWLP (TV) Springfield, Mass., in a letter resigning from the association.

WWLP is a uhf station operating on ch. 22. It commenced operations in March 1953.

Mr. Putnam wrote NARTB President Harold E. Fellows that "it appears very clearly that the NARTB represents only a small, but powerful, segment of the industry and specifically it does not represent what we here regard as our best interests, nor those of a large portion of the industry, or for that matter the good of the entire country."

He said "we do not want our resignation to be interpreted as a disagreement with any of the fine ideals for which the NARTB proclaims an interest. We do, however, resign because those high ideals are being obscured in a rash of short-sighted and self-serving procedures by some of your more substantial members to the detriment of the long-range interest of the industry."

Mr. Putnam said WWLP joined NARTB "some years ago" out of a feeling "that the NARTB was an association which represented the entire broadcast industry and which worked for the growth and promotion of that industry." But, he added, "we have noted a growing sentiment that such is not the present case."

TvB Board to Deliberate Location of Branch Office

POLICY matters, including approval of a branch office to be set up in one of four cities mentioned, are scheduled for deliberation at the Nov. 15 board meeting of Television Bureau of Advertising at the Waldorf-Astoria Hotel in New York.

The board meeting precedes by a day the second annual membership meeting of the

TvB, also to be held at the Waldorf-Astoria.

Expected to be approved will be TvB's first branch office. Cities mentioned as candidates for its location are Los Angeles, San Francisco, Chicago and Detroit.

It is reported that the board also may announce the election of Gene Accas, operations director of TvB, as a vice president. Other matters slated for board consideration are election of six members to the 16-man board, and budgetary approval for an extension nationally of TvB presentations based on research projects.

In connection with this research, TvB expects about 2,000 advertiser and agency executives will attend a TvB showing of its new, wide-screen, Cellomatic presentation, "Beyond the Motion Barrier." Revealed will be data from new and major research projects TvB has had in the field for the past three months. A membership meeting will follow.

N. H. Assn. Re-Elects Estes

FRANK B. ESTES, vice president-general manager of WKNE Keene, N. H., has been re-elected president of the New Hampshire Assn. of Broadcasters.

MR. ESTES

Other officers and directors elected at a meeting of the association last month were John W. Guider, WMOU Berlin, vice president; Ralph Gottlieb, WKBR Manchester, secretary-treasurer, and William White, WMUR-TV Manchester, and Norton Virgien, WFEA Manchester, both directors.

Arnold to Address Bar Group

THURMAN ARNOLD, former antitrust chief of the Justice Dept. under Democratic administrations, will be guest speaker today (Monday) at the monthly luncheon meeting of the Federal Communications Bar Assn. in the Willard Hotel, Washington. He will speak on antitrust laws.

Kan. AP Group Names Schmidt

BOB SCHMIDT, general manager of KAYS Hays, Kan., was elected president of the Kansas Associated Press Radio Assn. at the group's annual meeting a fortnight ago at Manhattan, Kan. He succeeds Bob Wells, manager of KIUL Garden City, Kan.

TRADE ASSOCIATION PEOPLE

William T. Raphael, program director, Radio Free Europe, named special consultant to Dept. of Information, Crusade for Freedom.

Vera A. Halloran, head librarian, J. M. Mathes Inc., N. Y., to research librarian, Bureau of Advertising, American Newspaper Publishers Assn., same city.

Galvin Cites Possible Snags Facing Black-And-White Tv

THE OUTLOOK for black-and-white television is "clouded" by lower dollar volume and profits because of conditions surrounding portable tv, color and "Orpha Brand Closeouts," Paul V. Galvin, president of Motorola Inc., asserted Friday.

In a report accompanying the company's third quarter statement, Mr. Galvin said the television industry would be stabilized only after conditions in these three areas become less fluid. Closeouts of "Orpha Brands" referred to those by companies going out of business.

Motorola reported a sales upswing for its brand car radio, home radio and industrial-military sales and a downgrading in both sales and profits for television and contract automobile radios (contracted by car manufacturers) during the third quarter. With new 1957 auto models now being introduced, Mr. Galvin said he felt sales volume in contract business would show an increase. Transistor radios are being supplied by Motorola for new models made by Ford Motor Co., Chrysler Corp. and American Motors, the company said.

During the third quarter the electronics manufacturer reported record quarterly sales at $60,887,948 compared to $60,685,113 for that period last year, and reduced earnings, $1,751,757 from $1,940,847 in 1955. Sales the first nine months of 1956, however, exceeded last year's totals—$162,689,182 against $153,978,232—though earnings fell off from 1955's $4,885,848 to $4,817,964 the first nine months this year.

Motorola also announced price boosts on its radio line, ranging about $5 on portables, $1-$2 on home models and $2-$3 on clock units.

Transistor Production Up

A FOUR FOLD increase in transistor production by the nation's electronics manufacturers for the eight months of 1956 compared with the same period in 1955 has been reported by RETMA. Through August, 6,959,000 transistors were manufactured, at a factory sales value of $19,717,000. This compares to 1,715,000 units produced in 1955 with a corresponding value of $6,388,000.

GE Ships to Six Outlets

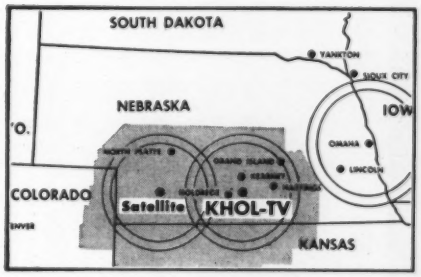
GENERAL ELECTRIC Co. reported last week that it had shipped a 35 kw transmitter to WDSU-TV New Orleans (ch. 6); a 5 kw transmitter and six-bay batwing antenna to WJIM-TV Lansing, Mich. (ch. 6); a 50 kw transmitter to KSIX-TV Corpus Christi, Tex. (ch. 10); a four-bay helical antenna to WSYE-TV Elmira, N. Y. (ch. 18); a six-bay batwing antenna to KICA-TV Clovis, N. M. (ch. 12), and a 45 kw transmitter to WGBI-TV Scranton, Pa. (ch. 22).

KHOL-TV plus . . .

New SATELLITE STATION

Gives You Bonus Coverage In Nebraska's 2nd Big Market

161,715 Unduplicated Families at TV's Lowest Cost-Per-Thousand



KHOL-TV and Satellite Station cover rich Central Nebraska—the State's 2nd Big Market.

KHOL-TV picks up where Omaha leaves off—you buy no duplicate coverage.

One buy on KHOL-TV gives you bonus Satellite coverage at no extra cost.

Investigate Nebraska's 2nd Big Market today— contact KHOL-TV or your Meeker representative.

KHOL-TV
Owned and Operated by
BI-STATES CO.
CBS • ABC

CHANNEL 13 KEARNEY, NEBRASKA
Channel 6 Satellite Station, Hayes Center, Nebr.

Represented nationally by MEEKER TV, Inc.

The WHOL
Music-News Station
in the
Rich Lehigh Valley

PENNSYLVANIA'S 3rd LARGEST MARKET
Representative
Paul H. Raymer Co., Inc.

WHOL
top of the dial 1600
ALLENTOWN, PA.

WAZL
Hazleton, Pa. NBC-MBS
WVDA
Boston, Mass. ABC
WIDE
Biddeford-Saco, Me. MBS-Yankee
WHLM
Bloomsburg, Pa.

WHBF
coverage area has
376,700
consumer spending units
with
$1,339,059,000.
total retail sales
(S. M. Buying Power)
CBS FOR THE
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY KNODEL

579,102 Radio Receivers Sent to Dealers in August

THERE were 579,102 radio receivers shipped to dealers in August, RETMA reports. This compares with 641,884 receivers shipped in July and 460,205 in August 1955. For the eight months in 1956, RETMA reported 4,491,795 units shipped to dealers compared with 3,451,512 for the same period last year.

The cumulative eight-month shipment of radio receivers to dealers totaled as follows:

State	Total	State	Total
Ala.	51,728	Neb.	28,561
Ariz.	24,568	Nev.	6,063
Ark.	22,711	N. H.	16,006
Calif.	491,074	N. J.	174,782
Colo.	32,565	N. M.	13,863
Conn.	70,812	N. Y.	711,820
Del.	8,995	N. C.	66,822
D. C.	39,119	N. D.	10,398
Fla.	84,153	Ohio	257,896
Ga.	71,703	Okla.	32,641
Idaho	9,150	Ore.	37,023
Ill.	355,012	Penn.	320,204
Ind.	78,734	R. I.	27,083
Iowa	43,854	S. C.	28,025
Kan.	35,379	S. D.	10,558
Ky.	59,821	Tenn.	56,345
La.	60,766	Tex.	182,470
Maine	26,077	Utah	14,042
Md.	76,670	Vt.	9,864
Mass.	181,581	Va.	66,409
Mich.	196,470	Wash.	67,207
Minn.	64,736	W. Va.	26,781
Miss.	25,706	Wis.	85,516
Mo.	102,713	Wyo.	5,428
Mont.	12,520	GRAND TOTAL	4,491,795

Mitchell Prophecy on Future

IN 10 YEARS the electronics industry will have more than $22 billion in annual volume and color tv will represent 75% of all tv sets sold, Don G. Mitchell, chairman-president, Sylvania Electric Products, predicted Wednesday in a talk before the West Branch Mfrs.' Assn. of Williamsport, Pa. Mr. Mitchell warned, however, that color tv still has "a long way to go" and forecast not more than 150,000 color sets will have been sold by the end of this year.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipment of superturnstile vhf antennas to WMT-TV Cedar Rapids, Iowa, and to KGEO-TV Enid, Okla.

Standard Electronics Corp., Newark, N. J., reports shipments of 50 kw transmitter to WGEM-TV Quincy, Ill., and 25 kw transmitter to KSWS-TV Roswell, N. M.

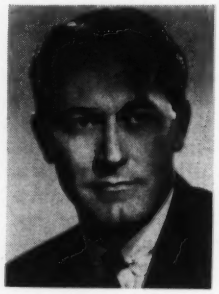
RCA, Camden, N. J., reports following antenna shipments: custom built, six-section superturnstile to WBZ-TV Boston; custom built, five-section superturnstile to KOOK-TV Billings, Mont., and six-section superturnstile to WFRV-TV Green Bay, Wis.

Motorola, Inc., Chicago, has received $1 million contract from U. S. Army Signal Corps Supply Agency for transistor development work, set manufacturer has announced.

Westinghouse Electric Corp., Metuchen, N. J. awarded $1 million-plus contract by U. S. Dept. of Commerce's Civil Aeronautics Administration to build 1,727 50w vhf radio transmitters.

Sylvania Electric Products, N. Y., announces addition of three new models to its line of portable radios. They are designed for "rugged" outdoor use, equipped with compasses and sundials, and prices range from $29.95 to $44.95.

MANUFACTURING PEOPLE


ROBT. BELL

Robert S. Bell, executive vice president and general manager, Packard-Bell Electronics Corp., L. A., named president. **Herbert A. Bell,** founder of organization, elected chairman of board. Other board members: **Lowell R. Day,** secretary-treasurer of company; **Neil H. Jacoby,** dean of graduate school of business, UCLA; **Graham L. Sterling Jr.,** partner, L. A. law firm; **Richard B. Leng,** vice president, Technical Products Div., and **John H. Sawyer,** president, Bellwood Co., Packard-Bell subsidiary.

Donald W. Black, general superintendent, components div., Federal Telephone & Radio Co., appointed vice president and general manager of Federal Caribe Inc., Puerto Rican manufacturing division of IT&T.

Edwin C. Tracy, sales manager, broadcast and tv equipment department, RCA, N. Y., named manager of department.

F. D. Edes, assistant secretary-treasurer, Raytheon Mfg. Co., appointed assistant to vice president and general manager of Raytheon's receiving and cathode ray tube operations.

Berna Holsinger, general sales manager, radio-tv div., Sylvania Electric Products, N. Y., to newly created post of sales promotion director for Sylvania.

William Blinoff, Motorola Inc., Chicago, executive engineer in charge of home-auto radio development, named midwestern sales manager for semi-conductor products.

Robert Tillett, Tillett Distributing Co., Harrisburg, Pa., appointed eastern Pa. manufacturers representative by Magnavox Co., Spartan Div., Fort Wayne, Ind.

Arthur A. Currie, vice president and general manager, Adams Distributors Co., Boston, to Westinghouse Electric Corp., Metuchen, N. J., as assistant general sales manager of radio-tv div.

C. E. Sharp, personnel manager, RCA defense Electronic Products Plant, Camden, N. J., to RCA Components Division in similar capacity.

Frederick E. Stote, chief manufacturing engineer, John Oster Mfg. Co., Milwaukee, to Federal Telephone & Radio Co., IT&T division, as works manager of its rectifier stack dept., components division.

Vinton K. Ulrich, general sales manager, David Bogen Co., N. Y., subsidiary of Unitronics Corp., to Raytheon Mfg. Co., Waltham, Mass., as head of applications engineering, receiving tube div.

B T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

November 1956

Total U. S. Stations on Air: 487
(Commercial: 465; Educational: 22)

Total Cities with Tv Stations 308

Total Tv Homes: 35,495,330
(Advertising Research Foundation, March, 1956)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► WAIQ (*2)

BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 370,000; N, LF, LS; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 370,000; N; $850
WJLN-TV (48) 12/10/52-Unknown

DECATUR—
► WMSL-TV (23) NBC, CBS; McGillvra; 32,500; $150

DOTHAN—
► WTVY (9) CBS; ABC; Young; 37,200; N; $150

MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 167,000; N; $450

MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
► WSFA-TV (12) NBC; Katz; 146,969; N; $450

MUNFORD†—
► WTIQ (*7)

SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 148,880; N; $450

PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 146,090; N; $450
► KTVK (3) ABC; Weed; 175,000; N, LF, LS; $400

TUCSON—
► KDWI-TV (9) Headley-Reed; 69,500; N, LF, LS; $300
► KOPO-TV (13) CBS; Hollingbery; 58,839; $300
► KVOA-TV (4) NBC, ABC; Branham; 58,829; $300

YUMA—
► KIVA (11) CBS, NBC; Raymer; 30,000; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC, ABC; Pearson; 49,500; $200

FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 40,600; $200
KNAC-TV (5) H-R; 6/3/54-Unknown

HOT SPRINGS—
KSPS (9) 2/16/56-Unknown

JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown

LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 159,904; N; $450
► KTHV (11) CBS; Branham; 177,930; N; $450
► KATV (7) (See Pine Bluff)

PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; 161,900; N; $450

TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC, CBS; Weed; 100,000; $300
► KERO-TV (10) NBC, CBS; Hollingbery; 153,960; N; $500

BERKELEY (SAN FRANCISCO)—
► KQED (*9)

CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,900; $250

CORONA†—
KCOA (52) 9/16/53-Unknown

EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; 35,000; $250

FRESNO—
► KFRE-TV (12) CBS; Blair; 252,300; N, LF, LS; $650
► KJEO (47) ABC; Branham; 178,000; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; 178,000; N, LF, LS; $550
KBID-TV (53) See footnote

LOS ANGELES
► KABC-TV (7) ABC; Katz; 2,580,884; $2,000
► KCOP (13) Petry; 2,580,884; $1,250
► KHJ-TV (9) H-R; 2,580,884; N; $1,500
► KNXT (2) CBS; CBS Spot Sls.; 2,580,884; N, LS, LF, LL; $3,200
► KRCA (4) NBC; NBC Spot Sls.; 2,580,884; N, LL, LS, LF; $3,600
► KTLA (5) Raymer; 2,580,884; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,580,884; $2,000
KBIC-TV (22) 2/10/52-Unknown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56

REDDING—
► KVIP (7) NBC; Branham; 65,000; N; $225

SACRAMENTO
► KBET-TV (10) CBS; H-R; 366,550; N, LF, LS; $700
► KCCC-TV (40) ABC; Weed; 159,000; $450
► KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown

SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 349,924; N; $350

SAN DIEGO—
► KFMB-TV (8) CBS; Petry; 418,997; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 418,997; N; $850

SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; 1,263,097; $1,700
► KPIX-TV (5) CBS; Katz; 1,263,097; N, LS; $1,700
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500.
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown

SAN JOSE†—
► KNTV (11) Bolling; 140,000; $250

SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; H-R; 102,966; $200

SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450

STOCKTON†—
► KOVR (13) Blair; 1,131,891; $800

TULARE (FRESNO)—
► KVVG (27) 150,000; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 68,820; $250
► KRDO-TV (13) NBC; Pearson; 44,000; $175

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DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 394,861; $650
► KLZ-TV (7) CBS; Katz; 394,861; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; 394,861; N; $650
► KRMA-TV (*6)
► KTVR (2) Blair Tv Assoc.; 394,861; N; $500

GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; 19,205; $120

MONTROSE—
► KFXJ-TV (10) (Satellite of KREX-TV Grand Junction)

PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 56,983; $150

CONNECTICUT

BRIDGEPORT—
► WICC (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
► WHCT (18) CBS; H-R; 351,581; $650
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56 (construction prohibited until completion of deintermixture rulemaking)

NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; $373,596; N; $600

NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
► WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC; Raymer; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,200
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,800
► WTTG (5) Weed; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; 60,000; N; $200

FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 383,000 (also Miami); $500

FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Petry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 243,125; N; $700
WQIK-TV (30) Stars National; 8/12/53-Unknown
WFGA-TV (12) 8/31/56; Unknown

MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; 376,000; N, LF, LS; $950
► WGBS-TV (23) CBS; Katz; 278,869; N; $350
► WTHS-TV (*2)
► WTVJ (4) CBS; Peters, Griffin, Woodward; 376,000; N, LL, LF, LS; $1,000
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown

MIAMI BEACH—
WKAT Inc. (10) Initial Decision 3/30/55

ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.; 173,692; N; $300
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55

PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150

PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 174,500; N; $300
WPFA-TV (15) See footnote

ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; 215,500; $400

TAMPA—
► WFLA-TV (8) NBC; Blair; 340,000; N, LF, LS; $600

B·T TELESTATUS

► WTVT (13) CBS; Katz; 330,000; N, LF, LS; $600

WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 90,000; $225
► WPTV (5) NBC, CBS; Venard; 297,015; $275
WIRK-TV (21) See footnote

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

ATHENS†—
WGTV (*8) 9/5/56-Unknown

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 556,400; $900
► WSB-TV (2) NBC; Petry; 569,320; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 210,307; N; $300
► WRDW-TV (12) CBS; Branham; 182,100; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $300
► WRBL-TV (4) CBS, ABC; Hollingbery; 186,407; N; $400

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,142; N; $300

THOMASVILLE† (TALLAHASSEE, FLA.)—
► WCTV (6) CBS, NBC, ABC; Blair Tv Assoc.; 82,889; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 67,100; $200
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; 85,000; N; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 54,609; $200

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 21,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) ABC; McGillvra; 54,000; $120

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 330,050; N; $800

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; 2,397,500; N; $3,900
► WBKB (7) ABC; Blair; 2,397,500; $2,400
► WGN-TV (9) Petry; 2,397,500; N, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,397,500; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC; Bolling; 190,000; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 244,420; N; $450
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $250
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 278,004; N; $450
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 315,204; N; 800

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
WMAY-TV (2) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.) Pearson

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 647,781 (also Indianapolis); N; $1,200

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300

EVANSVILLE—
► WFIE (62) NBC, ABC; Venard; 132,108; N; $350
► WEHT (50) See Henderson, Ky.
► WTVW (7) Hollingbery; $600

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 148,064; N; $450
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $1,200
►WISH-TV (8) CBS; Bolling; 660,000; N, LF, LS; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; 115,900; N; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
WPTA (21) 9/6/56-Unknown

SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 206,420; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $400

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9), ABC; Blair Tv Assoc.; 325,977; N; $350
► WMT-TV (2) CBS; Katz; 269,384; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 294,000; N, LF, LS; $700
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) (See Kirksville, Mo.)

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 204,317; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; N; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-November; $200

GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; N, LS; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 210,724; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

New Tv Stations

THE following tv stations started regular programming within the past two months:

WCYB-TV (ch. 5) Bristol, Va.; KVSO-TV (ch. 12) Ardmore, Okla.; WSYE-TV (ch. 18) Elmira, N. Y.; KFXJ-TV (ch. 10) Montrose, Colo.; KOTI (TV) (ch. 2) Klamath Falls, Ore.; KILT (TV) (ch. 13) El Paso, Tex.; WTVW (TV) (ch. 7) Evansville, Ind.; KSIX-TV (ch. 10) Corpus Christi, Tex.; KDIX-TV (ch. 2) Dickinson, N. D., and WAGM-TV (ch. 8) Presque Isle, Me.

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 575,712; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LL, LF, LS; $330
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; 131,242; N; $400

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1953 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 136,400; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Blair Tv Assoc.; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 174,943; N; $300
WCNS (40) 7/19/56-Unknown

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 102,276; $250
► KTAG (25) CBS; Young; 68,648; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 305,000; N; $400
KLSE (*13) 12/14/55-December

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 399,868; N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Weed; 157,782; N; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
WWEZ-TV (32) 9/26/56-Unknown
WWL-TV (4) 7/13/56 (Construction prohibited until completion of deintermixture rule making.)
WYES (*8) 2/17/56-Unknown

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; 170,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 209,695; N; $500

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 96,000; N; $300
► WTWO (2) CBS; Venard; $300

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 697,493; $1,275
► WBAL-TV (11) NBC; Petry; 697,493; N, LL, LS, LF, $1,250
► WMAR-TV (2) CBS; Katz; 697,493; N, LF, LS; $1,500
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 55,155; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $2,600
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRLP (58) 7/5/56-January (Satellite of WWLP Springfield, Mass.)

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (Temporarily off air because of wind damage.)

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 240,000; N; $400
► WWLP (22) NBC, ABC; Hollingbery; 230,000; N, LS; $500

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $690

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 388,305; $300

DETROIT—
► WJBK-TV (2) CBS; Katz, 1,600,000; N, LL; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,600,000; N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-October

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 568,420; N; $1,175
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 602,760; N; $1,100

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 451,000; N; $800
WTOM-TV (54) See footnote

MARQUETTE†—
► WDMJ-TV (6) Weed

SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS, ABC; Gill-Perna; 160,000; N; $375

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 59,998; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400
► WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; 630,000; $600
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,550
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 650,000; $800
KTCA (*2) 6/20/56-Unknown

ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 117,000; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56

COLUMBUS†—
►WCBI-TV (4) CBS, NBC; McGillvra; 39,244; $150

HATTIESBURG—
► WDAM-TV (9) NBC, ABC; Pearson; 67,500; N; $175

JACKSON—
► WJTV (12) CBS, ABC; Katz; 155,000; $360
► WLBT (3) NBC; Hollingbery; 175,000; N; $360

MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; 84,216; N; $250
WCOC-TV (30) See footnote

TUPELO—
WTWV (9) NBC; Young; $150; November

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 155,400; N; $400

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 100,631; $250

HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; 149,060; N; $300
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Blair Tv Assoc.; 100,946; $250

JOPLIN—
► KSWM-TV (12) CBS; Venard; 116,000; N; $250

KANSAS CITY—
► KCMO-TV (5) CBS; Katz; 600,268; N; $1,200
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; 600,268; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 600,268; N, LS, LF; $1,060

KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; 228,358; N; $300

ST. JOSEPH—
► KFEQ-TV (2) CBS; Blair Tv Assoc.; 163,210; $350

ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 953,226; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,146; N; $250
► KYTV (3) NBC; Hollingbery; 105,590; N; $275

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 28,500; $150
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► KXLF-TV (4) ABC; No estimate given; $100

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; 30,000; $150

KALISPELL†—
KGEZ-TV (8) Cooke; 7/19/56-Unknown

MISSOULA—
► KGVO-TV (13) CBS, ABC, NBC; Gill-Perna; 32,000; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 80,180; N; $200

HAYES CENTER†—
► KHPL-TV (6) (Satellite of KHOL-TV Holdrege)

KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 125,000 (includes satellite KHPL-TV); N; $300

LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 155,438; $400
► KUON-TV (*12)

OMAHA—
► KMTV (3) NBC, ABC; Petry; 381,764; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; 370,021; N; $850
KETV (7) 4/27/56-Unknown

SCOTTSBLUFF†—
► KSTF (10) (Satellite of KFBC-TV Cheyenne, Wyo.)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 35,000; $250
► KLRJ-TV (2) See Henderson
► KSHO-TV (13) Forjoe; 27,900; $200

RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; 36,000; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC (CBS, NBC per program basis); Forjoe; 1,127,959; $600

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WFPG-TV (46) See footnote

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Fojoe; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 77,643; N; $300
► KOAT-TV (7) ABC; Hollingbery; 87,774; N; $300
► KOB-TV (4) NBC; Branham; 77,643; N; $300

CARLSBAD—
► KAVE-TV (6) CBS; Branham; 30,000; $150

CLOVIS—
KICA-TV (12) Pearson; Nov. 25

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $250

SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) CBS; Harrington, Righter & Parsons; 200,000; N; $400
► WTRI (35) ABC; Venard; 215,000; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown

BINGHAMPTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; 416,472; N; $1,000
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown

BUFFALO—
► WBEN-TV (4) CBS; Harrington, Righter & Parsons; 670,540 (plus 663,446 Canadian coverage); N, LS, LF, LL; $950
► WBUF (17) NBC; NBC Spot Sls.; 160,000; N; $500
► WGR-TV (2) ABC, CBS; Peters, Griffin; Woodward; 548,020 (plus 585,607 Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; 77,355 (plus 118,840 Canadian coverage); $200

ELMIRA—
► WTVE (24) ABC, NBC; Forjoe; 35,000; $150
► WYSE-TV (18) NBC; Harrington, Righter & Parsons (Satellite of WYSR-TV Syracuse, N. Y.)

HAGAMAN—
► WCDB (29) (satellite WCDA Albany, N. Y.)

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; 150,000 (plus 350,000 Canadian coverage); $300

NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $4,150
► WABD-TV (5) Weed; 4,730,000; N, LL, LF, LS $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $2,000
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $2,000
► WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
► WATV (13) See Newark, N. J.
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
WKNY-TV (66) See footnote

ROCHESTER—
► WROC-TV (5) NBC, ABC; Hollingbery; 365,000 (plus 75,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $750
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 503,000; N; $1,350

SYRACUSE—
► WHEN (8) CBS, ABC; Katz; 380,000; N; $850
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $900
WHTV (*43) 9/18/52-Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 210,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 336,000; $400

CHAPEL HILL†—
► WUNC-TV (*4)

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55

DURHAM—
► WTVD (11) NBC, ABC; Petry; 275,339; N; $550

FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Young; 51,600; $120

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 454,234; N, LF, LS; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 179,908; N; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC; Forjoe; 140,125; N; $325
WRAL-TV (5) NBC; H-R; 6/27/56-December; $600

WASHINGTON—
► WITN (7) NBC; Headley-Reed; 150,000; N; $325

WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $250

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 564,275; N; $600
► WTOB-TV (26) ABC; Venard; 129,825; $200

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; 23,000; N; $150
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; 31,350; $200

DICKINSON†—
► KDIX-TV (2) CBS, ABC, NBC; Holman; 15,000; $150

FARGO—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 92,679; N; $400

GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 37,000; N; $200

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 30,000; $200
KMOT (10) 10/5/55-Unknown

WILLISTON†—
KUMV-TV (8) 7/19/56-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00		The Heckle and Jeckle Cartoon Show Color Sweets Co. AW—F	
1:15			
1:30		*Face the Nation*	*Frontiers of Faith* L
1:45			
2:00		2 PM To Concl.	No Net. Service
2:15			
2:30		Philip Morris National Brewing Gillette American Oil Falstaff Brewing Gobel Brewing Pabst Brewing Burgemuster Brewing Standard Oil of Indiana Chevrolet Dealers of Pittsburgh Speedway Regional Professional Football	*Youth or American Forum* L
2:45			
3:00			*Outlook L&F.*
3:15			
3:30	*Johns Hopkins File 7* L		Mutual (alt. Sun.) Zoo Parade L & F
3:45			
4:00	*College Press Conference* L		
4:15			Gen. Motors Wide Wide World L
4:30	CIBA Medical Horizon L		
4:45		*The CBS Sunday News*	ALT
5:00	Dean Pike	*Face the Nation* (Sus.)	H. Curtis Wash. Square L & Topper
5:15			
5:30		*Bandwagon* '56 (off 11/11)	Heinz Capt. Gallant F
5:45			
EVENING			
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential You Are There T	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	General Foods Bengal Lancers F
7:15			
7:30	Pharmaceuticals Ted Mack Amateur Hour L	Am. Tobacco Private Secretary (Alt. wks.) Jack Benny	Reynolos Metals Circus Boy F
7:45			
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	Polaroid Jergens Brown & Williamson Steve Allen Show L
8:15			
8:30	Corn Prods. Press Conference L		
8:45			
9:00		Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15	Aluminium, Ltd Union Carbide Omnibus L		
9:30		Bristol-Myers Hitchcock Presents F	
9:45			
10:00		P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	P&G Loretta Young F
10:15			
10:30		Jules Montenier (Alt. wks.) Remington What's	White Owl Cigars' National Bowling Champions
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Stand. Brands Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L	*Tic Tac Dough* L
12:15			
12:30			*It Could Be You* L
12:45			
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*Our Miss Brooks* F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	
3:15			NBC Matinee Theatre (Participating) Color L
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00			*Comedy Time* F
5:15	Mickey Mouse Club (see footnote) F		
5:30			
5:45			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie		
7:15	Daly-News	Whitehall News L	
7:30	Ralston-Purina Bold Journey F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	*Nat King Cole* Studebaker News Caravan
7:45			Producers' Showcase (8-9:30 1 wk. of 4)
8:00	Armour Int. Cellucotton Danny Thomas Show L	Carnation (Alt. wks.) General Mills Burns & Allen F	Whitehall Lever F Sir Lancelot
8:15			Amer. Tobco Toni Stanley L
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:45			Revlon The Most Beautiful Girl in the World L
9:00	Co-op Life Is Worth Living L	P&G (Alt. wks.) Gen. Foods I Love Lucy F	
9:15			
9:30	Dodge Plymouth Lawrence Welk	General Foods December Bride F	Johnson Wax alt. with Schick
9:45			
10:00	Top Tunes and New Talent (L)	Westinghouse Studio One L	Robert Montgomery Presents L
10:15			
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wesson Oil Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L	*Tic Tac Dough* L
12:15			
12:30			*It Could Be You* L
12:45			
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:15			
1:30		*As The World Turns* Sus	
1:45			
2:00		Best Foods (alt. wks.) Our Miss Brooks F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	
3:15			NBC Matinee Theatre (Participating) Color L
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00			*Comedy Time* F
5:15	Mickey Mouse Club (see footnote) F		
5:30			
5:45			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie		
7:15	Daly-News	Whitehall News L	
7:30	Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F	Whitehall (Alt. wks.) Lanolin Name That Tune	Vicks, Lewis-Howe L J. Winters
7:45		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Remington-Rand News L
8:00	Gen. Mills P & G (Alt. wks.) Wyatt Earp F	P&G (Alt. wks.) Sheaffer The Brothers F	Speidel Purex Big Surprise L
8:15			
8:30	Gen. Electric Broken Arrow F	Pharmaceu. Herb Shriner L	L & Myers Max Factor Noah's Ark F
8:45			
9:00	duPont Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	P&G Jane Wyman F
9:15			
9:30	Co-op It's Polka Time L	Revlon The $64,000 Question L	Armstrong Cork Armstrong Circle Th'tre Kaiser Aluminum Hour L
9:45			
10:00		Liggett & M. (Alt. wks.) Frigidaire Do You Trust Your Wife?	
10:15			
10:30			Lanolin Plus Break The Bank L
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L	*Tic Tac Dough* L
12:15			
12:30			*It Could Be You* F
12:45			
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		Gerber (alt. wks.) Our Miss Brooks F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	
3:15			NBC Matinee Theatre (Participating) Color L
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day Am. Home Pr. Secret Storm	Queen For A Day Participating L
4:15			
4:30		P&G The Edge of Night	*Modern Romances* L
4:45			
5:00			*Comedy Time* F
5:15	Mickey Mouse Club (see footnote) F		
5:30			
5:45			
6:00			
6:15			
6:30		News L (Sus.)	
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie		
7:15	Miles Labs Daly-News	News L (Sus.)	
7:30	American Motors American Dairy Derby Foods Disneyland F	General Mills The Giant Step	Coca-Cola Planters Eddie Fisher L
7:45			Time Inc. Miles Lab. News Caravan L
8:00		Toni (alt.) Bristol Myrs.	Gen. Foods Hiram Holliday F
8:15		Arthur Godfrey Show	
8:30	Am. Tobacco U. S. Rubber Navy Log (F)		Scott Father Knows Best F
8:45		Pillsbury (alt.) Kellogg	
9:00	Eastman Kodak Adv. of Ozzie & Harriet F	Colgate The Millionaire F	
9:15			Kraft Foods Television Theatre L
9:30	Ford Ford Theatre F	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15			
10:30			Pharmaceutical Inc. Twenty Qu. L
10:45			

THURSDAY

ABC	CBS	NBC
	Toni Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	*It Could Be You* L
	P&G Guiding Light L	
	1:00 *CBS News*	
	1:10 *Standup & Be Counted S*	
	As The World Turns	
	Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (See Footnote) F		
	Whitehall News L	
Gordon Bkg. Kukla, Fran & Ollie		
Daly-News	Whitehall News L	Chevrolet Dinal Shore Show L
Gen. Mills Swift & Co. The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Miles News Caravan L
Am. Metal Spec.	Reynolds (alt. wks.) Colgate Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F
Remco Ind. Hartz Circus L	Chrysler Motors Climax L	Schick Chesterfield Draguet F
R. J. Reynolds Wire Service F		P&G alt. Borden Co. The People's Choice F
	Bristol Myers (Alt. wks.) Singer	Ford Tenn. Ernie Ford Show L
Am. Chicle & Co-Op Ozark Jubilee	Ronson-Wkly Playhouse 90 L	Lever Bros. Lux Video Theatre L

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	*It Could Be You* L
	P&G Guiding Light L	
	1:00 *CBS News*	
	1:10 *Standup & Be Counted S*	
	P&G As The World Turns	
	Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff MWF (Sus. Tu, Th)	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret. Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (see footnote) F		
	News L	
Gordon Bkg. Kukla, Fran & Ollie		
Miles Labs Daly-News	News L	Coca-Cola Planters Eddie Fisher L
National Biscuit Rin Tin Tin F	Colgate-Palmolive Co. My Friend Flicka	News Caravan L
Chesebrough Pond's Am. Chicle Jim Bowie F	Gen. Foods West Point F	Gulf Life of Riley F
Chevrolet Crossroads F	Gen. Foods Dick Powell's Zane Grey Theatre F	Toni Lorillaro Walter Winchell L
Mogen David Treasure Hunt L	R.J. Reynolds (Alt. wks.) C'gate P'olive The Crusader F	Campbell Lever On Trial F
Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Am. Tobacco Vicks Big Story L
Plymouth Ray Anthony Show L	Brown & Williamson (Alt. wks.) P&G Line Up F	Gillette Cavalcade of Sports L
	Amer. Oil Hamm Time Person To	State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	National Dairy The Big Top L	*Cowboy Theater F*
	Gen. Mills (Alt.) Nestle Co., The Lone Ranger F	AllState Ins. NCAA Football Preview (15 min.) L
		Sunbeam
		U. S. Rubber
		Bristol-Myers
		Zenith
	Football Roundup 2:00 To 5:30	NCAA Football Game
		Dow Chem. NCAA Football Scoreboard (15 min.)
	Hazel Bishop Beat The Clock L	No Net Service
	Sylvania The Buccaneers F	R. J. Reynolds Toni People Are Funny F
Knapp Monarch Co. Famous Film Festival (F)	P. Lorillard Bulova Jackie Gleason Show L	Sunbeam Gold Seal Noxzema Kleenex RCA S & H Green Stamps Perry Como L
Dodge Div. The Lawrence Welk Show L	Nestle Gale Storm Show	Quaker Oats B. T. Babbitt Knomark Wesson
	P & G Hey! Jeannie L	Caesar's Hour L
Emerson Drg. Lentheric Masquerade Party L	L&M Alt. wks. Remington Rand Gunsmoke F	Armour (alt.) Pet Milk George Gobel L
	Mennen Co. High Finance	Am. Tobacco Warner Lambert Your Hit Parade L

AFTERNOON

Noon
12:15
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EVENING

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MORNING

SATURDAY AM

CBS: Capt. Kangaroo, Brown Shoe Co., Bauer & Black, Ludens, Ideal Toy. General Foods Mighty Mouse Playhouse, 10:30-11 a.m., General Foods, alt. weeks; Colgate; Winky Dink and You sus. 11-11:30 a.m.; Tales of Texas Ranger, General Mills, alt. weeks Sweets Co., 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY AM

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Ernie Kovacs Show, 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in Italics, sustaining; Time, EST, L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Exquisite Form, Thos. J. Lipton, Bon Ami Co., Norwich Pharm. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Carnation, Coca-Cola, Gen. Mills, Mattel, Miles Labs, Minnesota Mining, SOS, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, General Mills, Best Foods, Hytron, Yardley, Bristol-Myers, Staley, Chevrolet, SOS, Swift & Co.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Norwich Pharmacal, Pillsbury, Kellogg, Simonz, American Home, General Foods, Scott Paper.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz.

Bob Crosby—15 min. segments sponsored by Gerber Prod., Procter & Gamble, General Mills, Wesson Oil, Best Foods, Toni, Brown & Williamson, SOS, Swift & Co., Mentholatum.

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BROADCASTING & TELECASTING

November 5, 1956

B•T TELESTATUS

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 123,000; N, LF, LS; $450

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown
CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 850,800; N; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
WQXN-TV (54) Forjoe; 5/14/53-Unknown
CLEVELAND—
► WEWS (5) ABC; Blair; 1,210,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,174,004; N; $1,800
► WJW-TV (8) CBS; Katz; 1,140,968; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown
COLUMBUS—
► WBNS-TV (10) CBS; Blair; 500,400; N; $825
► WLWC (4) NBC; WLW Sls.; 361,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600
DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote
ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown
LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150
MANSFIELD†—
WTVG (36) 6/3/54-Unknown
MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown
OXFORD—
WMUB-TV (*14) 7/19/56-Unknown
STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,062,886; N; $450
► WTRF-TV (7) See Wheeling
TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown
YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $450
WXTV (73) 11/2/55-Unknown
ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; 50,000; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; 93,223; N; $225
ARDMORE—
► KVSO-TV (12) NBC; Pearson; 47,000; N; $150
ENID—
► KGEO-TV (5) ABC; Pearson; 264,000; N; $600
LAWTON—
► KSWO-TV (7) ABC; Pearson; 71,000; $150
MUSKOGEE—
►KTVX (8) ABC; Avery-Knodel; 320,000; $500
OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 402,213; N; $800
► WKY-TV (4) NBC, ABC; Katz; 402,213; N, LL, LF, LS; $920
KTVQ (25) See footnote
TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N, LF, LS; $700
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 77,235; $382.50
KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; 12,384; $150
COOS BAY—
KOOS-TV (16) 9/4/56-Unknown
MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Blair Tv Assoc.; 39,350; $200
PORTLAND—
► KLOR (12) ABC; Hollingbery; 340,000; N; $700
► KOIN-TV (6) CBS; CBS Spot Sls.; 317,700; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KGW-TV (8) Blair; 6/23/55-December
ROSEBURG†—
► KPIC (4) Hollingbery; 10,000; $150 (satellite of KVAL-TV Eugene, Ore.)
SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote
ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; 573,731; $750
BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200
EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175
ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 164,000; $250
HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 240,000; N; $350
HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 1,003,668; N, LL, LS, LF; $750
LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200
LEBANON†—
WLBR-TV (15) See footnote
NEW CASTLE—
WKST-TV (45) See footnote
PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.: 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N, LL, LF, LS; $3,200
WHYY-TV (*35) 3/28/56-November
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown
PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 425,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial Decision 4/23/56
WKJF-TV (53) See footnote
READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote
SCRANTON—
► WARM-TV (16) ABC; Bolling; 200,000; $225
► WGBI-TV (22) CBS; H-R; 310,000; N; $500
WTVU (44) See footnote
SHARON†—
WSHA (39) 1/27/54-Unknown
SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown
WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 306,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300
WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-November
YORK—
► WNOW-TV (49) Keller; 137,500; $200
► WSBA-TV (43) ABC; Young; 116,450; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,100
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; 127,550; N; $150
CAMDEN†—
WACA-TV (14) 6/3/53-Unknown
CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 127,382; N; $300
► WUSN-TV (2) NBC, ABC; Weed; 202,000; $300
COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 213,524; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200
FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,265; $300
GREENVILLE—
► WFBC-TV (4) NBC; Weed; 330,402; N; $450
WGVL (23) See footnote
SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; N; $450

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown
DEADWOOD†—
KDSJ-TV (5) Initial Decision 6/28/56
FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)
RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 17,400; $150
SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 183,421; (includes coverage of satellite KDLO-TV Florence); $450

TENNESSEE

BRISTOL†—
► WCYB-TV (5) (See Bristol, Va.)
CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 190,712; N; $500
► WRGP-TV (3) NBC; H-R; 197,390; $400
JACKSON—
► WDXI-TV (7) CBS, ABC; Headley-Reed; 104,500; N; $200
JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)
KNOXVILLE—
► WATE-TV (6) NBC, ABC; Avery-Knodel; 174,138; N; $600
► WBIR-TV (10) CBS; Katz; $600
► WTVK (26) ABC; Pearson; 156,400; N; $360
MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 450,144; $800
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; 450,144; N; $900
► WREC-TV (3) CBS; Katz; 450,144; $900
NASHVILLE—
► WLAC-TV (5) CBS; Katz; 405,168; N; $750
► WSIX-TV (8) ABC; Hollingbery; 380,000; $425
► WSM-TV (4) NBC; Petry; 268,673; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC, ABC; Pearson; 53,462; $225
ALPINE—
KAMT-TV (12) 8/30/56-Unknown
AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 86,626; $300
► KGNC-TV (4) NBC; Katz; 86,626; N; $340
AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 162,946; N; $400
BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 112,800; N; $350
KBMT (31) See footnote
BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150
BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown
CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; 80,000; N; LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) NBC (ABC, CBS per program basis); Young; 59,000; $200
DALLAS—
► KRLD-TV (4) CBS; Branham; 585,000; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 585,000; N; $1,000
EL PASO—
► KILT (13) H-R
► KROD-TV (4) ABC, CBS; Branham; 95,450; N; $450
► KTSM-TV (9) NBC; Hollingbery; 90,291; N; $325
FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 585,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 540,930; $600
GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; N; $1,000
HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300
HOUSTON—
► KPRC-TV (2) NBC; Petry; 510,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 510,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 14,348; $150
LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 128,231; N; $350
► KDUB-TV (13) CBS; Branham; 135,573; N, LS, LF; $350 (film)
LUFKIN—
► KTRE-TV (9) Venard; 55,325; $225 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)
MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200
ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $250
SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 44,622; $200
SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 70,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 330,222; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 328,903; N, LL, LS, LF; $700
KONO-TV (12) H-R; 5/23/56-Jan. 1957

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; 62,469; $200 (satellite of KDUB-TV Lubbock, Tex.)
TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 155,162; N; $300
TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 165,000; N; $260
TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; 108,000; $250
WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Pearson; 123,000; N; $250
WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 85,817 (plus 8,000 Mexican coverage); $250
WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 120,110; N; $300
► KSYD-TV (6) CBS; Blair Tv Assoc.; 105,030; $300

UTAH

SALT LAKE CITY
► KSL-TV (5) CBS; CBS Spot Sls.; 209,000; N; $600
► KTVT (4) NBC; Katz; 209,000; N, LS; $600
► KUTV (2) ABC; Avery-Knodel; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 145,736; $350

VIRGINIA

ARLINGTON—
Northern Va. Broadcasters Inc. (20) 10/10/56-Unknown
BRISTOL†—
► WCYB-TV (5) NBC, ABC; Weed
DANVILLE†—
WBTM-TV (24) See footnote
HAMPTON—
► WVEC-TV (15) See Norfolk
HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; 139,617; $250
LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)
NEWPORT NEWS—
WACH-TV (33) See footnote
NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 418,016; N, LS, LF; $467.50
► WTOV-TV (27) McGillvra; 210,000; $380
► WVEC-TV (15) NBC; Avery-Knodel; 190,000; N; $350
PETERSBURG—
► WXEX-TV (8) See Richmond
PORTSMOUTH—
WAVY-TV (10) ABC; H-R; 5/30/56-January, 1957
RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons; $700
► WTVR (6) ABC; Blair; 408,240; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N., LF, LS; $750
WOTV (29) 12/2/53-Unknown
ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 472,-238; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 246,413; $300
EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown (satellite of KIMA-TV Yakima, Wash.)
PASCO—
► KEPR-TV (19) CBS, ABC, NBC; 57,750 (satellite of KIMA-TV Yakima)
SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 531,400; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 531,400; N, LL, LF, LS; $1,025
► KTNT-TV (11) CBS; Weed; 531,400; N; $900
► KTVW (13) Hollingbery; 531,400; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55
SPOKANE—
► KHQ-TV (6) NBC, Katz; 187,768; N, LL, LF, LS, $550
► KREM-TV (2) ABC; Petry; 185,000; N, LF, LS; $450
► KXLY-TV (4) CBS; Avery-Knodel; 187,768; N; $600
VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
WALLA WALLA—
Walla Walla Tv Co. (8) 10/24/56-Unknown (satellite of KIMA-TV Yakima, Wash.)
YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 81,000; $450

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; 171,265; N; $200
CHARLESTON—
► WCHS-TV (8) CBS; Branham; 540,340; N, LF, LS; $550
WKNA-TV (49) See footnote
CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown
FAIRMONT†—
WJPB-TV (35) See footnote
HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 365,005; N; $450
► WSAZ-TV (3) NBC; Katz; 607,962; N, LL, LF, LS; $1,000
OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; 357,230; $200
PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 40,502; $150
WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,640; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 122,-560; $200
GREEN BAY—
► WBAY-TV (2) CBS; Weed; 247,000; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; 235,-000; N; $300
► WMBV-TV (11) See Marinette
LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; 112,500; $360
MADISON—
► WHA-TV (*21)
► WISC-TV (3) CBS; Peters, Griffin, Woodward; 301,083; N, LF, LS; $400
► WKOW-TV (27) ABC; Headley-Reed; 130,000; N; $250
► WMTV (33) ABC, NBC; Young; 129,000; N; $280
MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 220,826; $250
MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
► WITI-TV (6) Branham; 630,000; N, LL, LF, LS; $500
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 377,500;N; $800
WFOX-TV (31) 5/4/55-Unknown
WMVS-TV (*10) 6/6/56-Unknown
WCAN-TV (25) See footnote
SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; 128,000; N; $400
► KDAL-TV (3) See Duluth, Minn.
WAUSAU—
► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 98,200; $350
WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CASPER—
Harriscope Inc. (2) 10/17/54-Unknown
CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150
RIVERTON—
Chief Washakie TV (10) 9/26/56-Unknown

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher Day; 24,000; $150
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 24,000; $150
FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 9,800; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 9,800; $135
JUNEAU†—
► KINY-TV (8) CBS; Alaska Radio-Tv Sls.; 2,500 $60

GUAM

AGANA†—
► KUAM-TV (8) NBC, CBS; Young; 5,000; $120

HAWAII

HILO†—
► KHBC-TV (9) (Satellite of KGMB-TV Honolulu)
HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 100,682 (includes Hilo and Wailuku satellites); $350
► KONA (2) NBC; NBC Spot Sls.; 96,082 (includes Wailuku satellite); $350
► KULA-TV (4) ABC; Young; 91,800; $250
WAILUKU†—
► KMAU (3) (Satellite of KGMB-TV Honolulu)
► KMVI-TV (12) (Satellite of KONA Honolulu); $27

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-Unknown
MAYAGUEZ†—
► WORA-TV (5) CBS, ABC, NBC; Young; 26,-506; N; $120
PONCE†—
WKBM-TV (11) 5/3/36-Unknown
SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 125,000; $250
► WKAQ-TV (2) CBS; Inter-American; 110,000; $375
WIPR-TV (*6) 2/2/55-March, 1956

CANADA

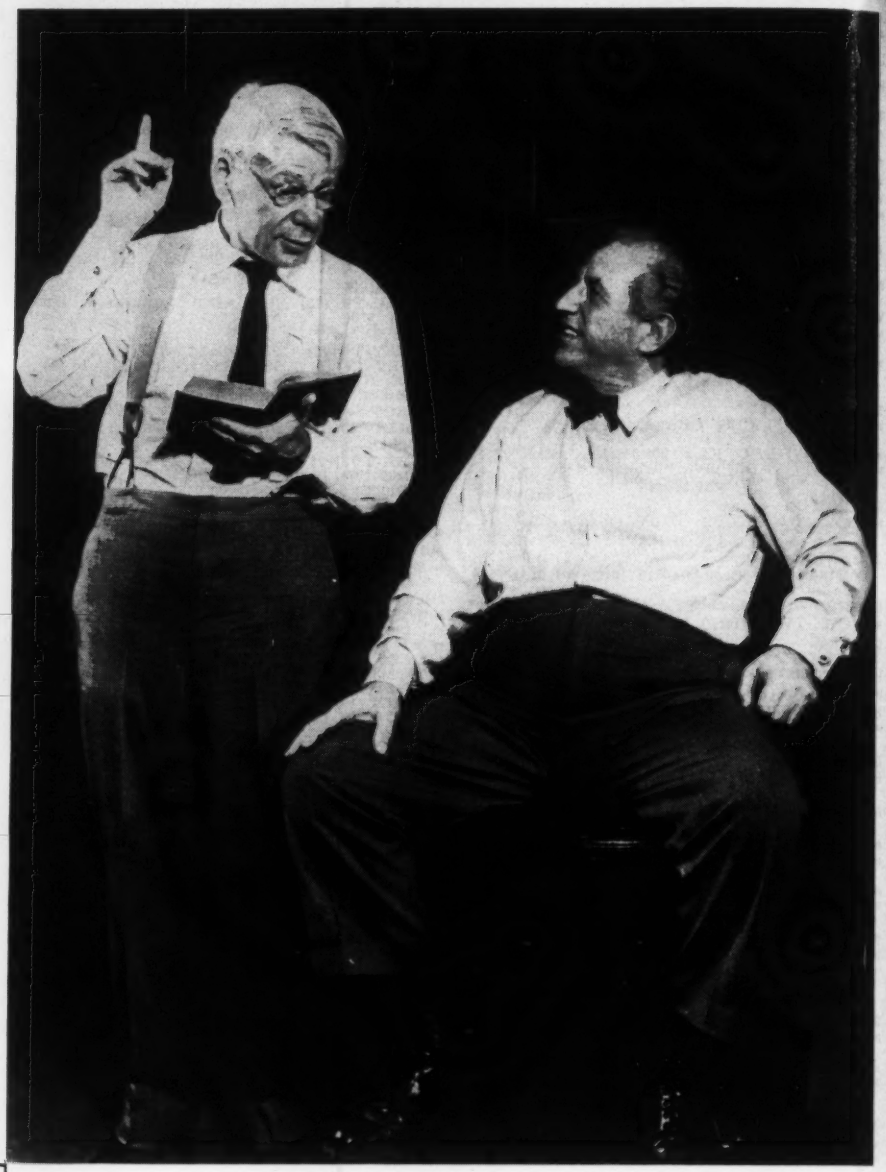
BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870
BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 13,288; $170
CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 40,000; $280
EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Canadian Reps., Oaks, Tv Reps. Ltd.; 52,000; $325
HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; CBC; 37,000; $300
HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 484,-196; $550
KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 55,000; $250
KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,213; $400
LETHBRIDGE, ALTA†—
► CJLH-TV (7) CBC; All-Canada, Weed; 13,200; $160
LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $450
MONCTON, N. B.—
► CKCW-TV (2) CBC, ABC, CBS, NBC; Canadian Reps.; $60,000; $200
MONTREAL, QUE.—
► CBFT (2) CBC (French); CBC; 393,000; $1,000
► CBMT (6) CBC, NBC, ABC, CBS; CBC; 257,300; $750
NORTH BAY, ONT.—
► CKGN-TV (10)
OTTAWA, ONT.—
► CBOFT (9) CBC (French); CBC; 44,300; $300
► CBOT (4) CBC; CBC; 76,000; $400
PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 32,000; $230
PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; 16,000; $170
QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350
REGINA, SASK.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 31,000; $260
RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; 30,000; $240
ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 62,550 (including U. S.); $250
ST. JOHN'S, NFLD.†—
► CJON-TV (6) CBC, CBS, NBC, ABC; Weed; 18,560; $200
SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps., Tv Reps. Ltd.; 30,000; $230
SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,000; $170
SHERBROOKE, QUE.†—
► CHLT-TV (7) CBC; Young, Hardy; $400
SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220
SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 46,690; $240
TIMMINS, ONT.†—
► CFCL-TV (6) CBC; McGillvra; 8,600; $160
TORONTO, ONT.—
► CBLT (6) CBC, ABC, CBS, NBC; CBC; 457,000; $1,000
VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 152,000; $580
WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,568,000 (including U. S.); $1,100
WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; 25,-000; $235
WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 70,000; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,-158; $240
TIJUANA† (SAN DIEGO)—
► XETV (6) ABC; Weed; 406,123; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WHUM-TV Reading, Pa.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WBTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kans.; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KBMT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.

"A PACKED HOUSE EVERY PERFORMANCE"



"INHERIT THE WIND" starring Paul Muni, Ed Begley and Tony Randall

A LOOK AT THE BOX-OFFICE *

	National	WICU
GEORGE GOBEL	28.7	56.0
DRAGNET	39.0	54.0
FIRESIDE THEATRE	25.3	54.5
BIG STORY	24.7	55.8
PLAYHOUSE OF STARS	23.4	57.5
PERRY COMO	36.3	52.6
EDDIE FISHER	9.0	44.3
DINAH SHORE	9.6	43.5
GROUCHO MARX	35.4	55.3
LORETTA YOUNG	25.0	54.0

* Telepulse February, 1956

Setting the stage for the most profitable advertising climate can be as simple as deftly maneuvering your spot campaign into the WICU program schedule.

Here's a station smoldering with possibilities. First: It's the only VHF station within 100 miles covering 3 states and 2 countries.

Second: In the daytime, WICU matinee performances intrigue housewives by the balcony-full. (Witness the national Telepulse rating of 4.5 for the "Tennessee Ernie Show", zooming to a whopping 16.9 on WICU!) Nighttime attractions succeed in hypnotizing entire families. (Compare the 36.3 national rating of Perry Como alongside WICU's 52.6!)

Time after time, daytime or nighttime, the WICU stage is set for sales results. Why stand around the stage door when a call to Petry or Ben McLaughlin, General Manager, can wedge you on stage with the talent?

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

A U. S. BROADCASTER REPORTS ON RUSSIAN RADIO-TV

Charles Crutchfield tells of Soviet dissatisfaction with its own programming on his return from touring Russia with other American businessmen. There's interest in obtaining U. S. cultural shows on an exchange. These and other observations on radio-tv in Russia are reported herewith by the Carolina broadcaster.

THE Russian Ministry of Culture is anxious to exchange "cultural" tv programs with the U. S., according to Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.).

Mr. Crutchfield, who toured Russia with a group of 48 American businessmen, said the Russians are interested in "six or eight" U. S. tv programs, among them *Firestone Hour, Studio One* and the "Philharmonic." They also would be interested in the baseball World Series, Army-Navy football game and other sports, he feels.

Although he thinks such a plan "has dangers," Mr. Crutchfield feels an exchange would be "highly beneficial" and thinks someone should start working on the idea. The broadcast executive said he expects "to do a little spadework" in working out an exchange plan and thinks perhaps NARTB might be the organization to put it into effect.

Mr. Crutchfield said he intends to discuss the subject with CBS President Frank Stanton and NBC President Robert W. Sarnoff, although he felt both might be reluctant to get behind it because of the amount of congressional criticism and investigations which have been leveled at the broadcasting industry.

It is Mr. Crutchfield's opinion that Russia is 15 years behind the U. S. in television, with 12 stations in the 15 republics. Tv sets cost $600 for 10-12 inch and $300 for 6-8 inch screens, he said. Most of the tv stations are in the eastern part of the country.

There are no tv coaxial cables or relays, but the Russians say they expect to have 180 relay stations by the end of 1958 (end of sixth "Five-Year Plan").

Radio-Tv Set Counts

There are about one million tv sets in the country, according to U. S. Embassy figures, but Mr. Crutchfield said the Minister of Culture told him there presently are three million, with seven million predicted by 1960. Some 600,000 are in Moscow.

There are 10 million radio sets, from which broadcasts are piped by land lines to 30 million loudspeakers. He "guessed" that radio sets probably sell at $250-$300.

Mr. Crutchfield said the Minister of Culture told him the people are unhappy with Soviet tv programming because of "primitive" production methods and lack of imagination in programming. During a telecast of the opera "Carmen," for example, he said, the tv camera was focused for 20 to 30 minutes on a closed curtain in the theatre.

Most of Russian tv programming is live, but does not come from the studio, he said. Drama in Moscow is televised by remote from one of the 55 theatres within walking distance of Red Square, while other live programming is televised by remote from sports arenas. About a third of tv programming is filmed.

The Moscow station, MCT, operated by Radio Moscow, has three mobile units, each with three camera chains. The Moscow station and two others (Kiev and Leningrad) are 15 kw, while the other nine are 5 or 10 kw, he said. The Moscow station employs 450 people—200 engineers and 250 creative employes. There are five cameras and the biggest studio is 300 square meters.

The station's three 35 mm projectors are bulky and worn and they break constantly, Mr. Crutchfield said. He added that the station's production methods were "about the most sloppy operation I've ever seen," but he said one of the Soviet station engineers seized upon one suggestion he (Mr. Crutchfield) made. He felt the Soviet is anxious to send people to this country to learn U. S. tv techniques. Most of the equipment is German, he said, but he saw some Marconi equipment, and the station recently imported a 16 mm projector from Great Britain so it could be used to program U. S. and British tv film programs.

New Tv Center Underway

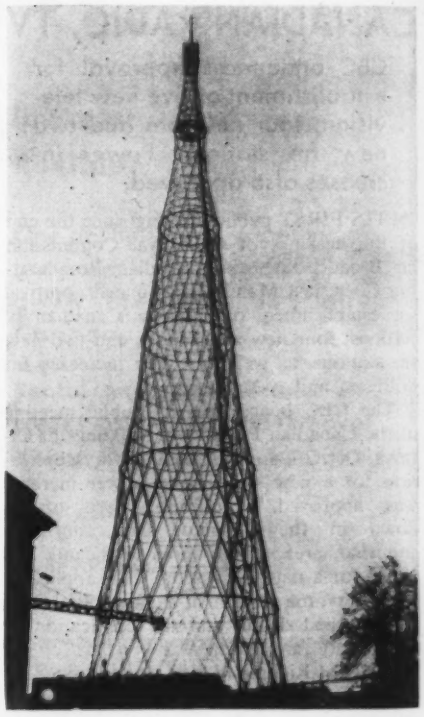
Work at present is in progress on a new $75 million television center to be finished in 1958, which the Russians expect to extend the station's coverage from 70 to 170 kilometers, Mr. Crutchfield said. The project, being completed with woman labor, is expected to have a 1,000-foot antenna tower and nine studios of 1,000 square meters each.

The Moscow station programs Monday through Friday from 7-11 p.m., on Sunday from 1-6 and 7-11:30 p.m. and on Saturdays, children's programs from 4-6 p.m., after which it resumes regular programming, Mr. Crutchfield said.

He said the Russians explained that they are developing color tv, but that it still is in the laboratory stage. They boasted, however, that it will be better than U. S. color when completed. When Mr. Crutchfield asked to see the process, he said, he was told that the scientist in charge was out of town.

One Russian practice Mr. Crutchfield said he would like to see adopted in this country is the showing of feature movies on television only eight days after they have been premiered in movie houses. Since there theoretically is no competition between movies and tv, the motion picture people are expected to keep up their attendance quota despite showing of the films on television.

The Russians make about three or four movies a week, he said. They are "reasonably well done" and run 1½ to 2 hours. When these or other films are shown on television there are about 15 "commercials" during a normal 1½-hour program, all praising "the system," he said. These, he added, "bore you to death," the commentator usually keeping his eyes on his script and ignoring the audience. The "commercials" praise the Communist Party's various activities.



A Russian broadcasting tower, with its maze of cross-members, spirals skyward.

Mr. Crutchfield, who visited one Russian "jamming" station, said Soviet jamming of foreign broadcasts is "remarkably good," although the Russians do not bother to jam any but Russian-language broadcasts. English language programs and music are allowed to come through undistorted. There is no penal offense for listening to the Voice of America, he said. Mr. Crutchfield said a taxi driver told him he didn't like the "propaganda" on VOA because it was tiresome enough to listen to "our own propaganda." What the taxi driver wanted was more Elvis Presley, whose performances, among others, have been transcribed onto Russian records.

Mr. Crutchfield praised the performance of VOA since Theodore Streibert became director of the parent U. S. Information Agency.

The broadcast executive thought the Russians would appreciate such American radio or tv programs as WBT-WBTV's humorous commentator Grady Cole or the station's *Arthur Smith Show* ("It's hillbilly, but it isn't"), which Mr. Crutchfield feels has the folksy and comic approach that would be appreciated in that country.

On the other hand, he felt most Americans would like to see Red Square, go on a tv tour through the Kremlin or see the inside of Moscow's biggest department store, which has a traffic of 200,000 people daily.

CANADIAN RADIO, TV OUTLETS GET GRANTS

CBC announces approval for establishment of five new television, four new am and two new fm stations. Power increases also approved.

IN ITS FIRST public meeting since the end of the hearings of the Royal Commission on Broadcasting, the Canadian Broadcasting Corp. last Monday announced approval for establishment of five new Canadian tv stations, four new am stations and two new fm stations, as well as power increases for both am and tv stations.

The CBC board held its public meeting in the Canadian Parliament Buildings at Ottawa, Oct. 26, and practically every application for a new station and power increase was approved. Applicants were turned down in the Toronto, Ont., northern suburban area, where three applicants had asked for a daytime station. Two applicants for a daytime station at Newmarket, Ont., were turned down, and the application of John O. Graham for a 500 w station on 1300 kc at Richmond Hill was approved on the grounds that his operation plans were best in the eyes of the CBC board.

Other Station Grants

Other new radio stations licensed are 1 kw on 1150 kc at Lloydminster, Alta., by the Sask-Alta Broadcasters Ltd.; 1 kw on 570 kc at Quesnel, B. C., by Cariboo Broadcasters Ltd.; and 1 kw on 1290 kc at Altoona, Man., by A. J. Thiessen.

CHAT Medicine Hat, Alta., was recommended by the CBC board for a tv station license on ch. 6 with 4.78 kw video and 2.39 kw audio, and antenna at 313 ft. above average terrain.

Twin Cities Television Ltd., was recommended for a tv station license at Kamloops, B. C., on ch. 4 with 100 w video and 50 w audio power and antenna of 100 ft. This is in a mountainous valley in the Thompson River in the Canadian Rockies.

CJON-TV St. John's, Nfld., became the first Canadian tv station to be granted a satellite license, with a station to be established on ch. 10 with 190 w video and 97 w audio at Argentia, on the west coast of Avalon Peninsula. St. John's is on the east coast of the peninsula and about 90 miles distant by road from Argentia. The satellite station will have an antenna of 331 ft. above average terrain. CJON-TV operates on ch. 6.

CFCM-TV Quebec, Que., becomes the first independent tv station with two transmitters in one city, one for English and one for French-language telecasting. CFCM-TV, operating on ch. 4, has been granted a license to operate an English-language station on ch. 5, with 5.6 kw video and 2.8 kw audio and antenna of 457 ft. above average terrain. Until recently CFCM-TV has telecast both English- and French-language programs, but this fall it became a basic French-language station on the CBC French-language network, leaving English-language viewers without coverage. CJQC Quebec was turned down in its application for an English-language tv station on ch. 9.

CKRN Rouyn, Que., was approved for a tv license, the first in the northwestern Quebec mining area. CKRN-TV will be on ch. 4 with 50 kw video and 12.5 kw audio, antenna 821 ft. above average terrain.

CKVR-TV Barrie, Ont., was approved for a power increase on ch. 3, from 14 kw video and 7 kw audio, to 26.7 kw video and 13.3 kw audio. Antenna height will be increased from 369 ft. above average terrain to 810 ft.

Power increase for broadcast stations were approved for CJGX Yorkton, Sask., from 1 kw on 940 kc to 10 kw day and 1 kw night on the same frequency, and for CKCV Quebec, Que., from 1 kw to 5 kw on 1280 kc.

A large number of share transfers were approved and CKCL Truro, N. S., was recommended for installation of a standby transmitter.

FM Outlet Authorized

CKLB Oshawa, Ont., was given approval for an fm station there on 93.5 mc with 8.83 kw. Edward James Piggott was recommended for an fm station at Toronto, Ont., with 282 w on 98.1 mc. This application had been turned down several times as a storecasting station, but is now recommended as a full fm station using a muting device on receivers in commercial premises where commercials other than those broadcast by the station would be used. The license is for a two-year experimental period to determine if such a muting device has any adverse influence on the general broadcasting service of the station.

Tv Stations Set for Airbases In Newfoundland, Labrador

UNITED STATES airbases at Stephenville, on the west coast of Newfoundland, and Goose Bay, Labrador, will soon have tv stations for use of personnel at these bases, according to a five-year agreement between Canada and the United States. The Canadian Broadcasting Corp. will establish and operate the stations and have a resident manager at each station. There will be a seven-hour-daily telecasting schedule, with the United States Armed Forces Radio and Television Service providing a major part of the equipment, personnel and program material from U. S. network shows.

Call letters of the two tv stations are CFLA-TV Goose Bay, Labrador, and C F S N-T V Stephenville, Newfoundland. Both will operate on ch. 8. The Goose Bay station was scheduled to go in the air about Nov. 1 and the Harmon Field, Stephenville station, in time for Christmas telecasting. The stations will be supplied with full programs from the United States Armed Forces tv service and the full English-language Canadian Broadcasting Corp. program service.

British Cabinet to Curb 'Fantastic' BBC Tv Outlay

THE BRITISH CABINET reports that it is about to impose a curb on BBC expenditures for television, a move that, in the words of *Commercial Television News*, "will bring a stop to some of the fantastically high sums now being paid by Lime Grove [BBC studio site] in an attempt to win back viewers" who are going over to commercial tv.

An unidentified official of Independent Television Authority, licensed to operate Britain's commercial tv stations in competition with BBC's non-sponsored tax-supported programming, called the sum paid by the BBC for its tv fare "unnecessarily high." It is, he told *Commercial Television News*, "an example of the way the BBC is throwing public money away.

"Excessively high rates are being paid for stars and sporting events," he declared. "They are losing their heads in order to keep viewers."

What is this "fantastically" or "unnecessarily" high figure? It is $7,500 for the average 60-minute program.

[Editor's Note: Any American advertiser who has tried to buy an hour-long tv show recently will agree that $7,500 is indeed a fantastic figure.]

INTERNATIONAL SHORTS

CKAC Montreal, Que., has issued its 22nd rate card, effective Jan. 1, with class A time starting at $150 a half-hour.

E. W. Reynolds Co. Ltd., Toronto, Ont., moved to new quarters at 154 University Avenue.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

COMMERCIAL TELEVISION PREMIERES IN GERMANY

Bavarian Radio uses 30-minute sponsored segment in its daily programming, with profits to go for 'cultural' purposes.

COMMERCIAL TV in Germany was scheduled to have its debut yesterday (Sunday), with Bavarian Radio setting aside 30 minutes of its daily programming for a sponsored segment.

Bavarian Radio, which will broadcast the commercial segment from 7:30 to 8 p.m., has announced that it will use profits from the operation for "cultural" purposes.

BR is a non-profit organization which has a public utility status and which has the broadcasting monopoly in Bavaria. It is comparable to BBC or CBC.

At a recent meeting in Berlin of delegates from the different German radio and television organizations (all operating after the pattern described above for Bavarian Radio) plans were announced to pipe commercial programs of Bavarian Radio to other stations operating in West Germany and in West Berlin. The first likely to take the Bavarian commercial programs is Radio Free Berlin (Western Sectors). Nov. 15 is given as tentative date for launching of commercial tv at this station. Other organizations reportedly have shown interest in using the Bavarian programs. They are South German Radio, Stuttgart, and South West German Radio, Baden-Baden.

The legality of introduction of commercial television by stations now operating on a monopoly basis has been questioned repeatedly during the last months. Most active foe of the scheme is the German Newspaper Publishers' Assn.

In a communique published a few days ago by the existing German broadcasting organizations, the latter denied, however, any claims their move into commercial field is illegal.

INTERNATIONAL PEOPLE

F. W. Slade, commercial representative, CKAC Montreal, Que., to account executive.

Lloyd Crittenden to sales manager, CJLH-TV Lethbridge, Alta.

J. N. Inkster to assistant manager, CKOC Hamilton, Ont.

Robert Rose, recently head of his own motion picture company in Toronto, named production director, Robert Lawrence Productions Ltd., same city.

F. W. Ellis, vice president, James Lovick Ltd., Vancouver, to office manager, McCann-Erickson Ltd., same city.

James A. Cowan, president, Canadian Film Institute, appointed director of S. W. Caldwell Ltd., Toronto, Ont., tv film distributing organization.

Marcel Carter, Canadian Broadcasting Corp., Ottawa, Ont., to comptroller at Ottawa headquarters.

expert **tv** lighting

low cost . . .
flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

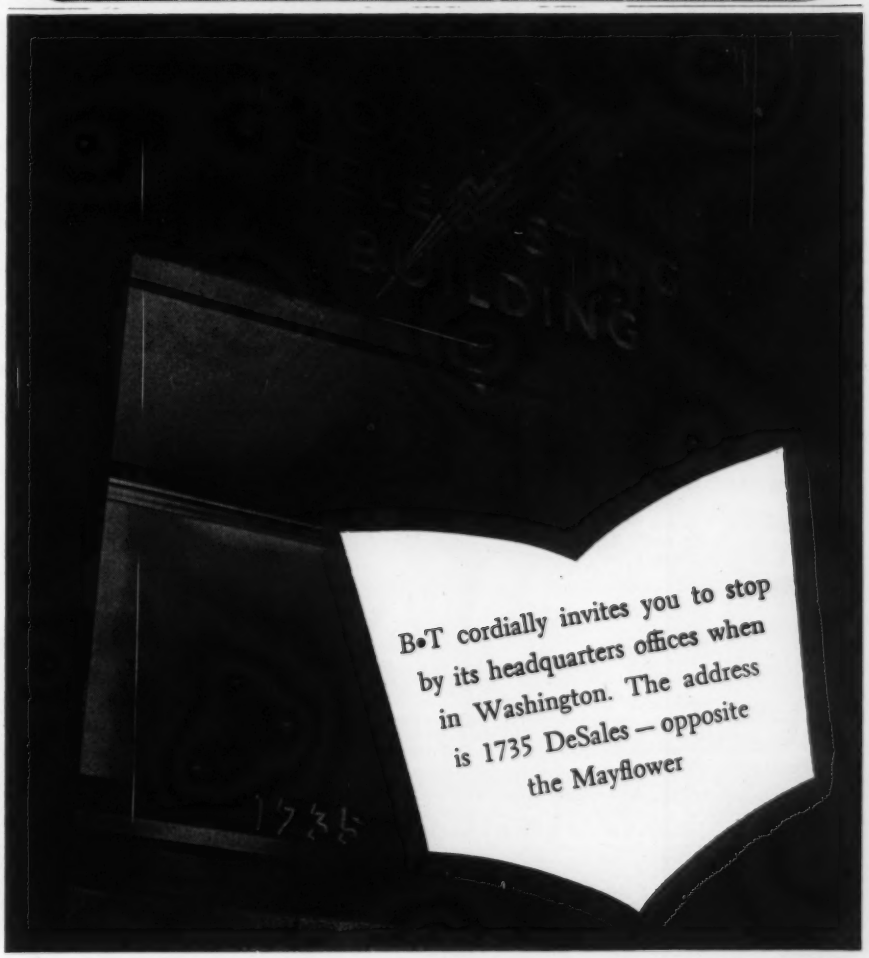
Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

JACK A. FROST

Department BT
234 Piquette Ave.
Detroit 2, Michigan


B•T cordially invites you to stop by its headquarters offices when in Washington. The address is 1735 DeSales — opposite the Mayflower
1735

WBCK TURNS BACK CLOCK

IN CONNECTION with a merchants "old-fashioned bargain days" campaign, WBCK Battle Creek, Mich., stopped the wheels of progress long enough to broadcast from a studio of 1924 vintage in a downtown store window.

WTOB HOLDS STRAW VOTE

WTOB Winston-Salem, N. C., held a straw vote during the Dixie Classic Fair. The election was conducted under the supervision of the League of Women Voters and only registered adults were permitted to vote. There were 7,035 votes cast and of those, Eisenhower received 4,313, Stevenson, 2,671 and 51 were eliminated as defaced.

KDAY SETS UP NEW STUDIO

ACQUIRING the Westwood Village Chamber of Commerce as a client, Walter McCreery Inc., Beverly Hills, Calif., arranged an unusual tie-up for it with KDAY Los Angeles. The station set up a permanent branch studio in Westwood Village and is now operating from there daily during the main shopping hours. The station continues its regular programming from the new branch along with interviews of shoppers and visiting celebrities.

WBT EXPLORES SMA THEORY

WBT Charlotte, N. C., distributed a new market brochure, "Why Paint Just the Town?", to nearly 600 of the nation's top advertisers and agency executives. The 34 page multicolored booklet explores the "Standard Metropolitan Area" and shows why the "SMA" theory should not be applied by advertisers and agencies to North and South Carolina, or 27 other states. Copies of the booklet may be obtained by writing to the promotion department of WBT.

KCRG-TV DOES FIRST REMOTE

KCRG-TV Cedar Rapids, Iowa, originated the city's first live remote telecast with a speech by Senator William F. Knowland of California, which was made before a meeting of the Linn County Republicans.

WLIL Lenoir City, Tenn., conducted a contest on behalf of the most courteous store clerks. The winner among 4,000 entries was awarded a trip to Sarasota, Fla., all expenses paid. P. A. Mashbern (l), owner of jewelry store where winning courtesy occurred, talks with Marnell Vest (c), winner of the free Florida trip, and Frances Hart, WLIL traffic director.

WBC LAUNCHES NEW SERIES

IN WHAT was described as a "new concept" in book review radio programming, Westinghouse Broadcasting Co. launched a weekly series titled *Books and Voices* with John K. M. McCaffery. The technique combines actual book reviewing on current published works and interviews with the author or with readers, transoceanic telephone calls, music, recorded voices from history and other means by which the reader can gain a deeper insight into the book under discussion. The series is carried by WBZ Boston, KDKA Pittsburgh, WOWO Fort Wayne, Ind., KYW Cleveland and KEX Portland, Ore., and is produced by Richard Pack, vice president in charge of programming at WBC. Mr. McCaffery is currently a newscaster at WRCA-TV New York.

PINS FOR KITE SUPPORTERS

CAPITALIZING on election year, KITE San Antonio, Tex., has issued campaign buttons similar to the "I Like Ike" pins which say "I Like KITE." The gimmick, coming in three different styles, offers KITE supporters their choice of the "lady-type" (a small button for blouses), a large button for "Texas-sized Texans" and the "Spanish flavor" which states "Me Gusta KITE." The station also made available a booklet to familiarize the public with the facts and figures of presidential elections.

KDKA BROADCASTS "INCLINE"

MORE than the usual remote problems were encountered by KDKA-TV Pittsburgh last week on *Hometown*. The station televised the Duquesne incline, one of the mechanical lifts used by Pittsburghers to shorten travel to hilltop sections of town. To keep the camera from shaking as the lift moved, heavy rubber sponges were placed beneath the camera to serve as shock absorbers. The mechanical lift had to be fitted with a portable generator because only DC current was available and the signal was then relayed via a microwave transmitter atop the car to a portable receiver on Mount Washington. Sound was handled by a battery powered radio transmitter in the lift.

WJBK's BOOKLET IS MEMENTO

WJBK-AM-FM-TV Detroit, Mich., issued a booklet entitled "Within These Doors" as a momento of its new studio dedication. The brochure contained blue prints of the new Georgian colonial building, color pictures of the studios and its interior, the awards the station has won for its public interest broadcasting, pictures of the honor guests at the opening ceremonies and a list of all the station's employes.

JUST WALKING IN RAIN

RADIO STATION KLYN Amarillo, Tex., started a campaign for rain last month in an effort to whip the drought. The station broadcast Johnny Ray's recording of "Just Walking in the Rain" on every record show and was to keep the song spinning until the people in the panhandle actually were walking in the rain.

NBC SPOT BCSTG. BOOKLET

NBC Spot Sales last week distributed to advertising agency and client executives a booklet which defines the purposes of spot broadcasting and demonstrates how it operates as a basic selling tool. The booklet attempts to show advertisers how they can use spot broadcasting to match regional or scattered product distribution, reach consumers at selected times, make a special push in selected markets, introduce new products and reach specific consumer groups.

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

Keeper Found

A $10,000 "Finders Keepers" contest conducted by WDXB Chattanooga, Tenn., found a keeper in the 12-year-old son of a steelworker.

Nine days after the contest started, the son of Mr. and Mrs. William E. Bartlett, with his parents, followed clues broadcast by the station to a Memphis piano company and found the $10,000 draft behind the firm's sign. He was one of "thousands of people" searching for the draft, according to WDXB Manager Stephen French, who with Carlin French recently purchased the station.

Transit Radio

KDEF Albuquerque has introduced "musical benches" at bus stops throughout the city for station advertising and to call attention to a recent dial changeover. Radio hookups have been installed in the rear of the benches, and passengers, while waiting for a bus, can turn an easily visible switch to get KDEF music or news. Bus drivers report that passengers no longer are impatient if their buses are a few minutes late.

WERE COVERS IKE'S VISIT

CLEVELAND'S WERE recently used its mobile unit as the focal point for police and secret service walkie-talkie communications during President Eisenhower's visit to that city. The unit also picked up the President's speech and was used to relay the progress of his motorcade to the speaker's platform in the heart of downtown.

IOWA ESSAYIST D.C.-BOUND

THE Iowa General Federation of Women's Clubs has included a trip to Washington for an appearance as a panelist on Ruth Geri Hagy's *College Press Conference* in the list of prizes for its statewide citizenship essay contest and talent hunt. The ABC-TV program, which originates from WMAL-TV Washington, went into its fifth season this fall. Miss Hagy is editor of *The Clubwoman*, the national organization's magazine.

KTRE'S ANTENNA AERIALISTS

KTRE-TV Lufkin, Tex., had an unusual program feature last month. Benny and Betty Fields, aerialists, performed near the top of the station's 540 foot antenna. A crowd of 1,000 people drove eight miles from Lufkin to see the special act, which included performances on a seventeen-inch disc. The show was telecast on KTRE-TV's *Friends and Neighbors* program.

SINGING MAYOR ON KVON

WHILE singing station breaks is not unusual, KVON Napa, Calif., has gone one step farther with the mayor of the city featured singing its breaks.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

ZIV LAUNCHES CAMPAIGN

DETAILS of an extensive tie-in campaign between Ziv Television Programs, N. Y., the U. S. Naval Academy and advertisers sponsoring the new *Men of Annapolis* series were disclosed last week by Ziv Tv.

The campaign, which will be launched in January during the tv premiere of the series, will include special store and window displays, premiums, mailings to dealers and viewers, public service tie-ins with the Annapolis recruitment program and a "Complete The Fleet" label promotion in which viewers can collect a set of Navy ships. Members of the Quality Bakers of America, who are among the first to sign for the series, will be able to utilize specially-designed end labels for attachment on bread loaves and other baked goods. The end-labels feature pictures of fleet units, portraits of famous naval heroes and portrayals of famed sea battles.

FREE TIME GRANTED ANDREWS

ABC RADIO and ABC-TV were scheduled to grant 30 minutes of free time this past Saturday (7-7:30 p.m. EDT) to former U. S. Collector of Internal Revenue T. Coleman Andrews, now presidential candidate for the States' Rights Party.

FEATURE FILMS CAMPAIGN

IN CONJUNCTION with an extensive publicity campaign for the recent purchase of the RKO movie package for tv, XETV (TV) Tijuana, Mex., (San Diego), brought Barbara Hale, motion picture actress, to town where she campaigned in behalf of feature films for tv showing.

Telephone Newscasts

A NEW telephone news service—designed to give its listening area an even greater "blanket coverage" of local and other news—has been instituted by WBML Macon, Ga.

The headline-type news service, which WBML believes to be the first time such a project has been undertaken, is available to anyone. According to General Manager George W. Patton, all a person has to do to get a one-minute edition of late news is dial the letters F-L-A-S-H on his telephone and he will get a recorded newscast.

Says Mr. Patton:

"We at WBML realize that everyone can't be near a radio at all times. We felt the busy office worker, the store clerk, or anyone who works where radio listening isn't convenient, would appreciate being able to hear the news by phone when he has a spare minute."

The telephone news headlines are revised every hour, or more frequently if the news events warrant.

WGH
NORFOLK-PORTSMOUTH-NEWPORT NEWS
VIRGINIA
JUST CALL FORJOE.

BMI
"The American Story"
"The American Story" is another important BMI Program Series which includes features such as The Book Parade and other continuities.
THE AMERICAN STORY
is being published in book form by
CHANNEL PRESS
on November 12th, 1956
it has already been named a
BOOK-OF-THE-MONTH CLUB DIVIDEND
for January, 1957
If "THE AMERICAN STORY" is not yet on your program schedule, we invite you to take another look. We'll be happy to send you the scripts.
BROADCAST MUSIC, INC.
589 FIFTH AVE. NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Sam Molen, veteran KMBC-KFRM Sports Director, keeps himself in top broadcasting condition with three daily sportscasts plus several weekly sport shows and features. Personalized radio that sells as it serves!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
1st *in the Heart of America*

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

Station Authorizations, Applications
(As Compiled by B • T)

October 25 through October 31

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Oct. 31

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,942	3,081	162	333	128
Fm	522	545	38	42	0

FCC Commercial Station Authorizations

As of September 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,911	517	204
Cps on air	47	10	303
Cps not on air	106	19	113
Total authorized	3,064	546	620
Applications in hearing	177	2	126
New station requests	276	9	54
New station bids in hearing	122	0	76
Facilities change requests	151	3	32
Total applications pending	875	98	401
Licenses deleted in September	0	1	2
Cps deleted in September	1	1	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Oct. 31

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	374	91	465[1]
Noncom. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	325	316	651[1]
Noncom. Educational	23	21	44[3]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,033	337	805	566	1,372[4]
Noncom. Educ.	62		35	27	62[4]
Total	1,095	337	840	593	1,434[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 698 already granted.

New Tv Stations . . .

ACTION BY FCC

San Angelo, Tex.—Application of **Jane A. Roberts** seeking new tv on ch. 3 dismissed by letter, 10-24-56, request of applicant. Announced Oct. 25.

APPLICATIONS

Pekin, Ill.—Mid Illinois Television Co., uhf ch. 69 (800-806 mc); ERP 19.9 kw vis., 11.1 kw aur.; ant. height above average terrain 384 ft., above ground 336 ft. Estimated construction cost $84,737, first year operating cost $64,250, revenue $87,500. P. O. address Times Bldg., Pekin. Studio and trans. location at intersection of State Rte. 9 and Allentown Rd. at east end of city. Geographic coordinates 40° 33′ 17″ N. Lat., 89° 36′ 33″ W. Long. Trans. Continental, ant. Workshop Assoc. Legal counsel Harry J. Daly, Washington. Consulting engineer Ralph J. Bitzer, St. Louis. Principals include **William D. McNaughton** (pres.-14¼%), asst. publisher-19% owner, *Pekin Daily Times;* 10%, *Effingham (Ill.) Daily News;* 19%, **WRMN Elgin, Ill.;** vp.-28%, **KXGI Fort Madison, Iowa,** and 23%, **KDHS (TV) Aberdeen, S. D. James M. Unland** (vp.-25%), insurance agent. **F. F. McNaughton** (sec.-19.5%), publisher, *Pekin Daily Times;* vp., Sun Printing Co., Yuma, Ariz., and *Effingham Daily News;* 19%, **WRCA Effingham;** 13%, KDHS. **Joseph E. McNaughton,** pres.-25%, *Effingham Daily News;* 31%, WRMN; 60%, WCRA; 49%, KXGI; 64%, KDHS, and 10% *Pekin Daily Times.* Filed Oct. 30.

Gulfport, Miss.—I. K. Corkern Jr. d/b as State Telecasting Co. uhf ch. 56 (722-728 mc); ERP 21.47 kw vis., 11.59 kw aur.; ant. height above average terrain 320 ft., above ground 340 ft. Estimated construction cost $60,420, first year operating cost $73,000, revenue $85,000. Post office address 960 East River Oaks Dr., Baton Rouge 6, La. Studio and trans. location Silverdale Addition, Gulfport. Geographic coordinates 30° 22′ 02″ N. Lat., 89° 07′ 26″ W. Long. Transmitter and ant. RCA. Legal counsel D'Amico & Curet, Baton Rouge. Mr. Corkern, former owner, **WIKC Bogalusa, La.,** is assistant engineer, **WBRZ (TV) Baton Rouge, La.,** and farmer. Filed Oct. 31.

Yakima, Wash.—Yakima Television Corp. uhf ch. 23 (524-430 mc); ERP 22.5 kw vis., 12.4 kw aur.; ant. height above average terrain 959 ft., above ground 148 ft. Estimated construction cost $165,200, first year operating cost $130,000, revenue $180,000. P. O. address % Richard E. Jones, 315 W. Sprague St., Spokane 4, Wash. Studio location 105 N. Third St., Yakima. Trans. location Ahtanum Ridge Rd., 2.25 mi. S.W. of Union Gap, Wash. Geographic coordinates 46° 31′ 55″ N. Lat., 120° 30′ 30″ W. Long. Trans. and ant. RCA. Legal counsel Wheeler & Wheeler, Washington, D. C. Consulting engineer David I. Green, Spokane. Principals include **Joseph Harris** (40%), N. Y. insurance broker, film factor and former 25% owner-chairman of board, Flamingo Films, N. Y.; **Norman Alexander** (40%), N. Y. real estate and chemical manufacturing interests and pres.-45% stockholder, **KXLY-AM-TV Spokane, Wash.,** and **Richard E. Jones** (20%), vp.-gen. mgr., KXLY-AM-TV. Filed Oct. 25.

Kailua, Hawaii-Windward Bcstg. Co. Ltd. vhf ch. 11 (198-204 mc); ERP 0.520 kw vis., 0.260 kw aur.; ant. height above average terrain 245 ft., above ground 128 ft. Estimated construction cost $4,597, first year operating cost $60,000, revenue $60,000. Post office address Box 697, Kaneohe, Oahu, Hawaii. Studio and trans. location Keolu Hills Rd. opp. Kupau and Hele Sts. Geographic coordinates 21° 22′ 51″ N. Lat., 157 ° 44′ 03″ W. Long. Trans. and ant. Gates. Consulting engineer Ronald T. Miyahira, Honolulu. Windward is licensee of **KANI Kaneohe, Oahu.** Filed Oct. 31.

Existing Tv Stations . . .

ACTIONS BY FCC

KROC-TV Rochester, Minn.—Granted cp to change ERP to 316 kw vis., 191 kw aur., change type trans. and make minor equipment changes. Announced Oct. 30.

WHYY-TV Philadelphia, Pa.—Granted mod. of cp to change ERP to 155 kw vis., 83.2 kw aur., change studio location, specify trans. location (not move), change type trans., and make other equipment changes. Announced Oct. 30.

WHTN-TV Huntington, W. Va.—Granted mod. of cp to change aur. ERP to 200 kw, change studio and trans. location, install new trans. and ant. system and make other equipment changes, ant. 1,000 ft. Announced Oct. 30.

CALL LETTERS ASSIGNED

WPTV (TV) Palm Beach, Fla.—WJNO-TV Inc., ch. 5. Changed from WJNO-TV.

KTCA (TV) St. Paul, Minn.—Twin City Area **Educational Television Corp.,** non-commercial educational ch. 2. Changed from KCTE-TV.

APPLICATIONS

WNOP-TV Newport, Ky.—Seeks cp to replace cp which authorized new tv. Filed Oct. 30.

KFEQ-TV St. Joseph, Mo.—Seeks cp to make changes in facilities of existing tv to change ERP to 100 kw vis., 50 kw aur., change type trans. and make minor equipment changes. Filed Oct. 25.

KONO-TV San Antonio, Tex.—Seeks mod. of cp (which authorized new tv) to install new

trans., change type ant. and make other equipment changes. Filed Oct. 25.

APPLICATIONS AMENDED

WPTH (TV) Wilmington, Del.—Application seeking cp amended to change aur. ERP to 194 kw, change studio location to "to be determined, Wilmington," and trans. location to about 3 mi. E. of Pitman, N. J., on Hurfville-Cross Keys Rd., Washington Twp., Gloucester County, N. J., and make further ant. and other equipment changes. Filed Oct. 25.

KBMB-TV Bismarck, N. D.—Application seeking modified cp amended to correct coordinates and make minor equipment changes. Filed Oct. 25.

WISN-TV Milwaukee, Wis.—Application seeking license to cover cp amended to specify studio location at 1900 W. Wisconsin Ave., Milwaukee. Filed Oct. 31.

Allocations . . .

ACTIONS BY FCC

Petitions for Rule-making Denied
By Memorandum Opinions and Orders Oct. 17
Announced October 26

Louisville, Ky.—Petitions by **The Hon. A. B. Chandler, Governor of Kentucky, The Hon. Robert Humphrey, U. S. Senator, State of Kentucky** and **The Hon. Andrew Broaddus, Mayor of Louisville**, requesting amendment of Part 3 of Rules and Regulations Governing Television Broadcast Stations (Louisville, Ky.) to permit allocation of vhf ch. 7 to Louisville.

Louisville, Ky.—Petition by **WKLO-TV Louisville** requesting allocation of ch. 7 to Louisville rather than to Evansville, Ind., which is presently proposed. Petitioner also requested that order to show cause be issued to permittee of WKLO-TV.

Manchester, N. H.—Petition by **WMUR-TV Manchester** to amend Sec. 3.610(a)(1)(i) and Appendix I, Figure 1 to re-draw zone line in N. H. and Vt., so that all portions of N. H. and Vt. lying above 42° 55' parallel will fall in Zone II, or, to include within Zone II all of N. H. and Vt., and exclude from Zone I those portions of these states now lying in Zone I.

PETITION

Charlotte, N. C.—WAYS Charlotte requests amendment of Sec. 3.606 by instituting rule-making to delete vhf ch. 9 from Charlotte and add uhf chs. 20 and 77. Filed Oct. 26.

Translators . . .

APPLICATION AMENDED

Maupin, Ore.—Application of **Estel L. Stovall** seeking ch. 70 (806-812 mc) to rebroadcast ch. 6 **KOIN-TV Portland, Ore.**, amended to change to ch. 72 (818-824 mc). Original application specifies operation with 10 w trans., ERP to community 134.7 w. Estimated population to be served 626. P. O. address % Maupin Drug, Maupin. Estimated construction cost $4,855, first year operating cost $2,400. Amendment filed Oct. 25.

APPLICATION RESUBMITTED

Weed Heights, Nev.—The Anaconda Co. resubmits application seeking ch. 72 (818-824 mcs) to rebroadcast ch. 8 **KOLO-TV Reno, Nev.** Trans. output 10 w, ERP to community 32 w. Estimated population to be served 1,800. P. O. address % H. R. Burch, gen. mgr., Box 1000 Weed Heights. Estimated construction cost $10,150, first year operating cost $1,200. Filed Oct. 25.

New Am Stations . . .

ACTIONS BY FCC

Scottsville, Ky.—Application of **State Line Bcstg. Co.** seeking cp for new am on 1250 kc, 1 kw D, returned. (Incomplete.) Announced Oct. 25.

Livingston, Tex.—Application of **E. H. Whitehead and Tommie Cole Stripling d/b as Polk County's Bcstg. Service** seeking cp for new am on 1220 kc, 250 w D, returned. (Dated incorrectly.) Announced Oct. 30.

APPLICATIONS

Panorama City, Calif.—M. V. W. Radio Corp. 1360 kc, 1 kw DA-D. P. O. address % Saul Robert Levine, Suite 1007, 6399 Wilshire Blvd., Beverly Hills, Calif. Estimated construction cost $40,254, first year operating cost $82,570, revenue $132,000. Principals include **Raymond T. McKenzie** (30.5%), sales manager, **KMO Tacoma, Wash.**; and **Clair A. Weidenaar** (29.5%), program manager, **KTVW (TV) Tacoma.** Filed Oct. 31.

Leesburg, Fla.—Clyde T. Hodgson 1410 kc, 1 kw D. P. O. address 813 Demington St., Lakeland, Fla. Estimated construction cost $13,081, first year operating cost $24,000, revenue $30,000. Mr. Hodgson is printer, *Lakeland Ledger*. Filed Oct. 25.

Panama City Beach, Fla.—Mel Wheeler 1290 kc, 500 w D. P. O. address Box 431, Pensacola, Fla. Estimated construction cost $14,205, first year operating cost $45,000, revenue $55,000. Mr. Wheeler is pres.-gen. mgr.-25% owner, **WEAR Pensacola, Fla.**, and gen. mgr., **WJDM (TV) Panama City.** Filed Oct. 30.

Macon, Ga.—William H. Loudermilk 900 kc, 250 w D. P. O. address Macon. Estimated construction cost $13,638, first year operating cost $36,310, revenue $60,000. Mr. Loudermilk is chief engineer, **WEAS Decatur, Ga.** and owns radio-tv repair service. Filed Oct. 31.

Maquoketa, Iowa—Nathan L. Goetz, Robert Goetz and Merlin J. Meythaler d/b as Jackson County Bcstg. Co. 1320 kc, 500 w D. P. O. address Box 358, Monroe, Wis. Estimated construction cost $22,337, first year operating cost $40,000, revenue $48,000. Goetzes have theatre, ice cream store, furniture store and rental interests. Mr. Meythaler is accountant. Filed Oct. 29.

Gulfport, Miss.—E. O. Roden, W. I. Dove, James E. Reese, Zane D. Roden and Bruce H. Gresham d/b as E. O. Roden & Assoc., 900 kc, 1 kw DA-D P. O. address % E. O. Roden, Box 352, Booneville, Miss. Estimated construction cost $17,445, first year operating cost $36,000, revenue $60,000. Principals include E. O. Roden, 40%, owns **WBIP Booneville**; 30%, **WTUP Tupelo**; 50%, **WAZF Yazoo City**, and **WMPA Aberdeen**, all Miss. Others, Zane D. Roden, 12%; Mr. Dove, 23%, Mr. Reese, 13%, and Mr. Gresham, 12%, all have minority interests in one or more of above stations. Same group is party to pending application for transfer of control of **KREL Baytown, Tex.** Filed Oct. 25.

Plainfield, N. J.—Tri-County Bcstg. Corp. 1590 kc, 500 w DA-D. P. O. address 11 S. Plainfield Ave., S. Plainfield, N. J. Estimated construction cost $52,457, first year operating cost $90,000, revenue $100,000. Principals include **Henry J. Behre Jr.** (25%), commercial mgr-asst. gen. mgr., **WMTR Morristown, N. J.**; **Lucien T. Merle** (12.5%), owner, **WXNJ (FM) Plainfield**, and radio-tv sales and service firm; **Edward J. Santoro** (12.5%), attorney; **Rose Cifrese** (25%), bookkeeper, WMTR, and **James R. Croy** (25%), consulting radio engineer, Kear & Kennedy, Washington. Filed Oct. 25.

Bamberg, S. C.—Bamberg County Bcstg. Corp. 790 kc, 1 kw D. P. O. address % A. T. Fisher Jr., Barringer Bldg., Columbia, S. C. Estimated construction cost $21,000, first year operating cost $36,000, revenue $48,000. Principals include **Lewis F. Brabham**, 50% owner-editor, *Bamberg Herald*; **P. E. Brabham**, 50% owner-publisher, *Bamberg Herald*; part owner, *Farmer* and *South Carolina Legislator*; **A. T. Fisher Jr.** and **Joe Speidel III**, co-owners, Speidel-Fisher Bcstg. Corp. (**WOIC Columbia, WPAL Charleston**, and 75%, **WQOK Greenville**, all S. C.). Each owns 25% of applicant. Filed Oct. 25.

APPLICATIONS AMENDED

Bradenton, Fla.—Application of **Cyril W. Reddoch and Ralph L. Hooks d/b as Gulf Isles Bcstg. Co.** seeking cp for new am on 1420 kc, 1 kw DA-D, amended to change station location to Palmetto. Fla. Filed Oct. 30.

Deerfield Beach, Fla.—Application of **James C. Dean, C. Robert Clark and Charles W. Stone d/b as Gold Coast Bcstrs.** seeking cp for new am on 1470 kc, 1 kw DA-D, amended to change station location to Pompano Beach, Fla., change ant.-trans. and studio locations, increase power to 5 kw, change type trans. and make changes in DA system (increase height and one additional tower). Filed Oct. 30.

Saratoga Springs-Ballston Spa, N. Y.—Application of **Richard O'Connor and Lou Tobier d/b as Radio Saratoga** seeking cp for new am on 1280 kc, 1 kw D, amended to change station location to Saratoga Springs, change ant.-trans. and studio locations and operate trans. by remote control. Filed Oct. 30.

Existing Am Stations . . .

ACTIONS BY FCC

KJOY Stockton, KWIP Merced, both **Calif.**; **KJOY Inc.**—Granted mod. of licenses to change name to **Joseph Gamble Stations Inc.** Announced Oct. 30.

WLON Lincolnton, N. C.—Granted license covering increase power. Announced Oct. 30.

CALL LETTERS ASSIGNED

WARF Jasper, Ala.—Walker County Bcstg. Co., 1240 kc, 250 w.

KLYR Clarksville, Ark.—Peach County Radio, 1360 kc, 500 w.

KRAK Stockton, Calif.—Golden Valley Bcstg. Co., 1140 kc, 5 kw. Changed from KGDM effective Feb. 1 in lieu of previous effective date of Nov. 1.

KYTE Pocatello, Idaho—J. Ronald Bayton, 1290 kc, 1 kw.

WSBS Great Barrington, Mass.—Berkshire Bcstg. Co., 860 kw, 250 w. Changed from WNAW.

KRSI Hopkins-Edina-St. Louis Park, Minn.—Radio Suburbia Inc., 950 kc, 1 kw.

KRBI St. Peter, Minn.—Gustavus Adolphus College, 1310 kc, 1 kw. Changed from KGAC.

KOOO Omaha, Neb.—Central Plains Bcstg. Co., 1420 kc, 500 w.

WBBI Abingdon, Va.—Burley Bcstg. Co., 1230

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kc, 250 w.

APPLICATIONS

KWIP Merced and **KJOY Stockton**, both **Calif.**—Seek mod. of license to change licensee name from KJOY Inc. to Joseph Gamble Stations Inc. Filed Oct. 25.

KXGI Fort Madison, Iowa—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 31.

WKLZ Kalamazoo, Mich.—Seeks cp to change frequency from 1470 kc to 1440 kc; increase power from 500 w to 1 kw and install new trans. Filed Oct. 29.

WKBR Manchester, N. H.—Seeks cp to change frequency from 1240 kc to 1250 kc, increase power from 250 w to 5 kw, change ant.-trans. and studio locations to approx. 0.1 mi. W. of Manchester, S. of Goffstown Rd., Goffstown, N. H., install DA-2 and new trans. Filed Oct. 29.

WCPH Etowah, Tenn.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 25.

KDOK Tyler, Tex.—Seeks cp to increase power from 500 w to 1 kw. Filed Oct. 29.

WRIO Rio Piedras, P. R.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Oct. 25.

WHLI Hempstead, N. Y.—Application seeking cp to increase power from 250 w to 1 kw, and install new type trans., amended to increase power to 10 kw, change type trans., installed DA-D and make changes in ground system. Filed Oct. 31.

APPLICATION RESUBMITTED

WWBG Bowling Green, Ohio—Application seeking cp to increase power from 250 w to 1 kw, install new trans. and make changes in DA system resubmitted. Filed Oct. 29.

New Fm Stations . . .

APPLICATION

Macon, Ga.—**Macon Bcstg. Co.** 96.6 mc., ERP 3.79 kw, unl. P. O. address % A. Lowe, Radio Station WNEX, Macon. Macon Bcstg. is licensee of **WNEX Macon.** Filed Oct. 31.

Existing Fm Stations . . .

ACTIONS BY FCC

WJBC-FM Bloomington, Ill.—Granted cp to change ERP to 5.1 kw, ant. 425 ft. Announced Oct. 30.

CALL LETTERS ASSIGNED

KDFW (FM) Cedar Hill, Tex.—**C & F Musicasting Co.**, 107.9 mc, 88 kw.

WRVB (FM) Richmond, Va.—**Larus & Brother Co.**, 94.5 mc, 25.5 kw. Changed from WRVA-FM.

APPLICATIONS

KSCU (FM) Santa Clara, Calif.—Seeks cp to replace expired cp which authorized new noncommercial educational fm. Filed Oct. 25.

WJAX-FM Jacksonville, Fla.—Seeks cp to make changes in licensed station to change ERP to 7.66 kw. Filed Oct. 30.

Ownership Changes . . .

ACTIONS BY FCC

WALA Mobile, Ala.—Granted assignment of license to **Pape Television Co.** (WALA-TV Mobile). Corporate change. Announced Oct. 30.

WKEN Dover, Del.—Granted assignment of cp from **Chesapeake Bcstg. Corp.** to **WKEN Inc.** Corporate change. No change in control. Announced Oct. 30.

WEOA-WEHT (TV) Evansville, Ind.—Granted assignment of license from **Ohio Valley Television Co.** to **WEHT Inc.** for $820,000. Principals of WEHT Inc. include equal majority owners **Henry Hilberg** (Cincinnati financier) and **James R. Clark Jr.** (Cincinnati attorney). **Edwin G. Richter**, sales manager **WTVN-TV Columbus, Ohio**, is president of group. Announced Oct. 24.

WDET-FM Detroit, Mich.—Granted assignment of license from **Wayne U.**, Board of Education of City of Detroit, to **Wayne State U.** Announced Oct. 30.

KGKO Dallas, Tex.—Granted transfer of control from **H. H. Coffield** through sale of 6.667% to **W. L. Pickens** for $2,500. Announced Oct. 30.

WYSR Franklin, Va.—Granted assignment of cp from **S. L. Goodman** to **WYSR Inc.**, of which Mr. Goodman is sole owner. Announced Oct. 30.

WPRE Prairie du Chien, Wis.—Granted transfer of control from **Thomas Gallagher** and **Edwin Erdman** to **W. C. Schlaugat Jr.** for $5,000. Mr. Schlaugat is sec.-treas. and gen. mgr. of WPRE. Announced Oct. 30.

WULA Eufaula, Ala.—Seeks assignment of license from **Edward B. Fussell, Jessie B. Fussell, Ralph W. Hoffman and Emily G. Hoffman d/b as Alabama-Georgia Bcstrs.** to **L. H. Christian and C. A. McClure d/b as Christian & McClure** for $20,000 and assumption of approx. $13,418 obligations. Mr. McClure owns 36%, **WRFC Athens, Ga.**; 48.86%, **WGBA Columbus, Ga.**, and 50%, **WCHK Canton, Ga.** Mr. Christian is 52% owner-gen. mgr., WRFC; 50%, WCHK and 43.86%, WGBA. Filed Oct. 31.

APPLICATIONS

WSFA Montgomery, Ala.—Seeks assignment of license from **WKY Television System Inc.** to **Charles W. Holt, Connie I. Holt** and **Robert N. Robinson** for $175,000. Holts, 80% owners of proposed assignee, are majority owners, **WHXY Bogalusa, La., WHSY Hattiesburg, Miss.** and **WHNY McComb, Miss.** Mr. Holt also owns Air Enterprises Inc., Hattiesburg brokerage. **Robert N. Robinson**, proposed 20% owner, is 24.5% owner, WHSY. Filed Oct. 29.

KPAS Banning, Calif.—**Melvin F. Berstler and Roy R. Cone d/b as San Jacinto Bcstg Co.** seek voluntary assignment of license to **Stevens Bcstg. Inc.** for $36,534. **Edwin J.** and **Joan B. Stevens**, 60% owners of purchaser. Former is program-sales promotion director, **WERE Cleveland, Ohio.** Filed Oct. 25.

KVFC Cortez, Colo.—Seeks acquisition of positive control from **Jack W. Hawkins** and **Barney H. Hubbs**, partnership, by Mr. Hawkins through transfer of stock from Mr. Hubbs through trade of 1/6 of **KIUN Pecos, Tex.** No consideration. Mr. Hawkins will own 2/3 of KVFC and Mr. Hubbs 1/3. Filed Oct. 29.

WCYN Cynthiana, Ky.—Seeks assignment of license from **Estil R. Anderson and Silas E. Anderson d/b as Cynthiana Bcstg. Co.** to **WCYN Radio Inc.** Principals, at present equal partners. will own 58.75% and 41.25%, respectively. Filed Oct. 25.

KCKN Kansas City, Kan.; WIBW-AM-TV Topeka, Kan.—Seek voluntary transfer of control from National Bank of Topeka, John Kirk, Trust Officer, Successor Executive of **Estate of Arthur Capper** (deceased) to **Stauffer Publs. Inc.**, which is buying Capper Publs. Inc. (parent firm) for approximately $2.5 million and assumption of $4.5 million in obligations. Stauffer, publisher of 11 western newspapers, owns **KSEK Pittsburg, Kan.**; **KSOK Arkansas City, Kan.** and **KGFF Shawnee, Okla.** Filed Oct. 31.

WTCO Campbellsville, Ky.—Seeks transfer of control from **R. P. Thompson, M. M. Hall and Ray Smith to J. B. Crawley et al** by return to treasury of 26⅔% interest in exchange for stock in South Central Kentucky Bcstg. Co. **(WLOC Munfordville, Ky.)** Transferors retain 26⅔% interest in WTCO. Filed Oct. 31.

WMOR Morehead, Ky.—Seeks transfer of control from **W. J. Sample, Claude L. Clayton and Roy Cornette** to **J. Earl McBrayer, William M. Whitaker, Joe J. Mauk, Frank Havens and Tommy Combs** for $60,000. Filed Oct. 30.

KQIK Lakeview, Ore.—Seeks assignment of cp from **Lynn C. Thomas and A. E. Freeman d/b as Northwest Radio to Pacific Northwest Radio Inc.** Corporate change. No change in control. Filed Oct. 25.

WFWL Camden, Tenn.—Seeks assignment of license from **Michael R. Freeland and John M. Latham d/b as Camden Bcstg Co.** to **Michael R. Freeland tr/as Camden Bcstg. Co.** for $7,000 and assumption of debts. Filed Oct. 31.

WFWL Camden, Tenn.—Seeks assignment of license to **Camden Bcstg. Co.** contingent on grant of application above. Filed Oct. 31.

KMUL Muleshoe, Tex.—Seeks assignment of license from **John Burroughs and Leola Randolph**, partnership, to **John Burroughs, Leola Randolph and Gilbert Lamb d/b as Radio Station KMUL**, for $3,733 and assumption of 20% of station indebtedness. Mr. Lamb, station manager, will own 20%. Filed Oct. 25.

KIUN Pecos, Tex.—Seeks acquisition of control from **Jack W. Hawkins and Barney H. Hubbs** by Mr. Hubbs through transfer of stock from Mr. Hawkins for trade of 1/6 of **KVFC Cortez, Colo.** (See above.) No consideration. Mr. Hubbs will own 2/3 of KIUN and Mr. Hawkins 1/3. Filed Oct. 29.

KMOS Tyler, Tex.—Seeks assignment of cp from **Thomas B. Moseley d/b as Tyler Bcstg. Co.** to **Edward McLemore** for $6,280 and expenses. Mr. McLemore is wrestling promoter, owner of Texas Rasslin', film production firm and 50%, **KZEE Weatherford, Tex.** Filed Oct. 25.

KLOQ Yakima, Wash.—Seeks transfer of control from **J. Elroy McCaw, Robert S. McCaw and Tom Olsen** to **Robert S. McCaw, Tom Olsen and Warren J. Durham** through sale of 1/3 interest by J. Elroy McCaw to Mr. Durham. Mr. Durham is general manager of KLOQ. Filed Oct. 29.

WOBT Rhinelander (Town of Pelican), **Wis.**—Seeks transfer of control from **Dr. C. A. Richards, Folke Becker, James Cleary and Clyde Estabrook** to **James Cleary** and **Clyde Estabrook** for $34,000. Buyers will each own 50%. Filed Oct. 25.

KLAM Cordova, Alaska—Seeks acquisition of positive control by **Charles L. Buck** and **Dona M. Buck** through purchase of stock from **Claude E. Turner Jr.** for $1,600. Bucks, present 44.2% owners, will own 55.7%. Filed Oct. 25.

Hearing Cases . . .

INITIAL DECISION

WMEX Boston, Mass.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of The Northern Corp. for renewal of license of WMEX Boston. Announced Oct. 30.

Routine Roundup . . .

October 25 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

J. E. Willis, Lafayette, Ind.—Granted request for leave to file additional pleading in proceeding on his am application and that of Crawfordsville Bcstrs. Inc., Crawfordsville, Ind., viz., supplemental response to answer to his petition for enlargement of issues; additional pleading will be filed not more than five days after release of this order and will relate solely to matter embodied in instant request. Action Oct. 23.

By Hearing Examiner H. Gifford Irion

Bosque Radio, Clifton, Tex.—Granted petition for continuance of date for hearing from Oct. 31 to Dec. 17 in proceeding on its am application. Action Oct. 23.

October 25 Applications

ACCEPTED FOR FILING

License to Cover Cp

WMFC Monroeville, Ala.—Seeks license to cover cp which authorized change frequency, increase power and install new trans.

WYSR Franklin, Va.—Seeks license to cover cp which authorized new am.

KITN Olympia, Wash.—Seeks license to cover cp which authorized new am.

WHRT Hartselle, Ala.—Seeks license to cover cp which authorized new am.

WBCM Bay City, Mich.—Seeks license to cover cp which authorized install new trans. and operate trans. by remote control.

KHPL-TV Hayes Center, Neb.—Seeks license to cover cp which authorized new tv.

Modification of Cp

KGMS-TV Sacramento, Calif.—Seeks mod. of cp to extend completion date to 5-21-57.

KPAR-TV Sweetwater, Tex.—Seeks mod. of cp to extend completion date to 5-21-57.

WETV (TV) Atlanta, Ga.—Seeks mod. of cp (which authorized new non-commercial educational tv) to extend completion date to 5-1-57.

Renewal of License

KFSD-FM San Diego, KSJO-FM San Jose, KCVN Stockton, all **Calif.**

(Continued on page 113)

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RADIO

Help Wanted

Managerial

Radio sales manager desired for No. 1 station in rich market. Central U. S. Excellent opportunity. Salary plus commission. Send full info to Box 340C, B•T.

South Florida 250 watt station with good potential not yet realized needs aggressive sales or station manager to put it over the top. Good base salary plus percentage to right man. All replies confidential. Box 351C, B•T.

KTLU will have opening November 15th for top-notch man to be assistant manager. Good announcer with 1st phone preferred. This is a good paying job. Furnished house available. E. H. Whitehead, Rusk, Texas.

Salesmen

We have openings for salesmen who have sold Negro radio. This opportunity is with company which owns 100% Negro stations in New York, Chicago and Norfolk. Will guarantee you good money plus chance for advancement in management. Send full resume. Box 329C, B•T.

Experienced salesman wanted immediately for 1000 watt independent. We'll pay well for proven ability. Radio Station KCHR, Charleston, Missouri.

Salesman, salary, commission, car allowance. Opportunity for capable man. Send snapshot. KMBL, Monroe, Louisiana.

Salesman, immediate opening. Experienced local sales, write own copy, weekly salary guaranteed. WKTL, Kendallville, Indiana.

Top guarantee to start in large radio market—best in southeast Pennsylvania. Virgin territory for unlimited selling and earning opportunity. Good radio background and satisfactory references will qualify applicant. WLAN, Lancaster, Pennsylvania.

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RADIO

Help Wanted—(Cont'd)

Salesmen

Salesman for top rated one thousand watt independent station. Real opportunity awaits right man. $100.00 weekly draw against 15%. Send resume and photograph to William S. Ewing, WTUX, Wilmington, Delaware.

Wanted: Salesman. Send resume, references and picture, Box 630, Palm Beach, Florida.

Announcers

Announcer-engineer. Top-notch go-getter. Pleasant working condition. Convenient location. Box 923A, B•T.

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Top ranking midwest station needs personality disc jockeys. Must be original, clever entros, air tapes to Box 315C, B•T. All tapes returned immediately.

Top southwestern music and news independent needs good, experienced, popular music disc jockey. Send recent photo and tape, plus resume of experience. Box 316C, B•T.

$350 per month. 48 hour week. Married men only. Minimum 2 years experience. Send full details, tape and references to Box 343C, B•T.

Announcer—experienced. Capable of handling board work and mature job on local record shows. Good working conditions. Outstanding southern Minnesota station. Send resume and particulars. Box 344C, B•T.

Announcers. Not much money to offer but we have wealth of experience to offer in Florida's sun and sand. Growing. Grow with us. Two continuity, three salesmen. Three announcers, one 1st phone combo, plus a girl Friday (traffic, etc.). Box 350C, B•T.

Need experienced announcer with first class ticket. No maintenance. $400 a month. 44 hour week. In application please give personal history, work record and references. Please send tape. Southwest. Box 357C, B•T.

Wanted: Experienced staff announcer, kilowatt daytimer. Congenial station, good town. Send resume, references, photo, expected salary first letter. Box 369C, B•T.

Help wanted: Need immediately announcer . . . preferably with first class license. Exceptional opportunity. KBWL, Blackwell, Oklahoma. . . . Write or call Larry Eck.

Good music announcer-engineer, mature, commercial, permanent, immediate, tape to Ward Glenn, 1000 27th Street, KEAR, San Francisco.

Needed experienced quality announcer. No drifters. Permanent staff job. Start $70.00 per week. Contact Sam W. Anderson, Manager, KFFA, Helena, Ark.

Announcer with knowledge of disc-jockey type shows, some sports announcing and control room operation. Also must be good man on commercials. Address letter and tapes to Radio Station KNCO, Box 247, Garden City, Kansas.

Personality DJ or morning man needed immediately. Send tape and data to Bob Booe, KSMN, Mason City, Iowa.

Man or woman: High type, aggressive for fine music station expanding to 5000 watts, WCRB, Boston 54, Mass.

Announcer-newswriter — immediate opening for experienced man. State full qualifications and send tape to William Winn, PD, Radio Station WESB, Bradford, Pennsylvania.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Illinois daytime independent, soon increasing to kilowatt has opening for experienced announcer. Interview necessary. Send application, salary requirements, etc. Program Director, WLPO, LaSalle, Illinois.

Play-by-play sports announcer for basketball, baseball and football. Present man joining KMOX. Man we hire must also do tv sports and radio commercial work. Minimum of two years broadcast experience. Send tape, audition of play-by-play work, complete background and recent photo to Merrit Milligan, WTAD, KHQA-TV, Quincy, Illinois.

Wanted: Announcer-race, hillbilly, pop—40 hours. All high school sports—plus basketball, baseball Mississippi State College. Joe Phillips, WSSO, Starkville, Mississippi.

Pennsylvania independent with accent on quality wants all around staff man with same. Full details and tape with first letter please. WVSC, Somerset, Pa

Wanted: Announcers—send tape, picture, resume. Box 630, Palm Beach, Florida.

New station open December. Announcer with first class ticket, announcer-writer, salesman. Complete details and tape. Box 762, Colorado Springs, Colorado.

Top-flight negro announcer for major market. Attractive salary, employee benefits with fast growing, successful chain. Send background, photo and news DJ and commercial tape to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Negro stations WOKJ—Jackson, Miss.—KOKY—Little Rock, Ark.—have openings for experienced r & b and religious announcers. Must be real showmen—fast readers—board operators. Send tape—record education experience—photograph. John McLendon—Ebony Radio—Box 2667, Jackson, Miss.

We're expanding . . . top pay for hot shot personality DJ's preferably with show biz or musical background. Storz Stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz—Kilpatrick Building, Omaha, Nebr.

Technical

Combo man with first class ticket for Florida 250 watter. Routine maintenance-announcing ability important. Previous experience unnecessary. Start sixty weekly. Will permit some selling for additional income. Box 331C, B•T.

Wanted: Operator with first phone; experience unnecessary; western Pennsylvania. Box 332C, B•T.

Combo man as chief—1 kw—midwest city of 10,000—remote control—married man preferred—$100 week—tape—letter. Box 337C, B•T.

Chief engineer. Capable of taking complete charge of medium market midwestern kilowatt am and uhf-tv. Only interested in man looking for permanent position. Send complete qualifications, salary requirements and photo. Box 366C, B•T.

1000 watt daytime indie wants engineer with first class ticket and minimum of five years experience. Excellent opportunity to settle in a permanent position as chief engineer. Call, or wire or write KJOE, Shreveport, Louisiana. Salary depends on experience and ability. Unless you are looking for permanency don't waste our time.

Want to live in central Florida's "City Beautiful", Orlando? WABR expects to have an increase in power to 5000 watts in December, with a new Gates transmitter. Need man with first class ticket interested in other phases of radio, i.e., announcing or selling or both. Exceptional opportunity for right man. Write or phone R. H. Gunckel, Jr.

Men with first phone license. Announcers, salesmen, managers. Many positions for combo men. Palmer-DeMeyer, Inc., Personnel Agency, 50 E. 42nd Street, New York 17, N. Y.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: First class engineer-announcer. No experience necessary. Upstate New York. Send photo, resume and wage demand. WLFH Little Falls, New York.

First class engineer for daytime kilowatt. Announcing experience helpful but not required. Send application, salary requirements, etc. Chief Engineer, WLPO, LaSalle, Illinois.

WTOC, 5 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted: Chief engineer, WVOS, Liberty, N. Y. Call collect.

Wanted: Engineers—send resume. Box 630, Palm Beach, Florida.

Programming-Production, Others

News director—challenging local news job open in active small market. Kilowatt independent. Newsman with excellent background wanted. Experienced, aggressiveness and maturity prerequisites. Box 318C, B•T.

Sports-minded area needs sports director to supervise department. Baseball, basketball, football. Radio and tv. Unlimited opportunities. Send complete background to Box 341C, B•T.

Newscaster proficient at gathering, writing and airing local news. Some sports. Indiana station. Box 345C, B•T.

Wanted in southern New England. Experienced newsman-newscaster to join award winning news staff. Please send full details first letter and tape. Letters will not be reviewed unless accompanied by tape. Tape will be returned. We want someone thoroughly schooled in local news writing in short form and able to put their own material on the air. Just newsmen apply, no neophytes, no announcers, please! Box 376C, B•T.

Southwest, 50,000 watt CBS outlet needs competent newscaster who can qualify as reporter, writer and editor. Send audition tape with complete background and snapshot in first reply to KWKH, Shreveport, Louisiana.

Wide-awake newsman needed who can collect, write and do top newscast. Plenty of exciting news here, four man news staff. Pay $100 a week for right man. Applicants please send tape, references, full story to Jim Bradner, KGBC, Galveston, Texas.

Continuity writer for daytimer. Sample copy, photo, salary, first letter. WADS, Ansonia, Connecticut.

Wanted—female continuity writer, reliable and permanent. Contact Floyd Brown, WRMN, Elgin, Illinois. No calls.

Top Hooper rated negro station—WOKJ—Jackson, Miss.—has immediate opening for white program director/assistant manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Excellent chance for advancement with progressive organization. Send resume—photograph to John McLendon, Box 2667, Jackson, Miss.

Wanted: Copywriters and traffic personnel. Send samples, resume to Box 630, Palm Beach, Florida.

Situations Wanted

Managerial

Manager, working salesman. 18 years experience, proven outstanding record, long ideas promotion and profits. Many references, my testimonials, sober, honest, age 36, family, five figure income required. Let's exchange information. Write Box 301C, B•T.

Station manager—long, thoro experience. Strong on sales, energetic hard worker. Efficient management, gets things done. Good business builder. Dependable, nondrinker, high character. Know and prefer southern markets. Available immediately. Box 336C, B•T.

Man and wife team desires managerial position in small market. Seven years experience all phases—now employed. Box 356C, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Experienced general manager, or sales manager, radio-tv. Young, aggressive, with outstanding sales record and excellent industry references. Have reorganized radio stations into profitable operations and constructed money making tv station. Am currently looking for challenging position where fine sales, organization and administrative experience can be utilized. Box 389C, B•T.

Sales manager/manager: Experienced. Documented top personal sales record. Established reputation train, build and direct productive sales staff. Now employed. Owner-management blocks my advancement. Box 390C, B.T.

Salesmen

Ten years salesman, commercial manager radio. Currently tv. Want radio sales job deep south. Box 352C, B•T.

Announcers

Sportscaster—now with large network tv-radio station in top ten market, wants sports minded location with play-by-play opportunities. College, vet. Top industry-sports references. Box 250C, B•T.

Top announcer, network experience. Married. Production specialists. Stable, well paying job, metropolitan station. Prefer California. Box 262C, B•T.

Experienced announcer, deejay. Vet, married, know network routine. Available immediately. Box 291C, B•T.

Announcer, pop disc jockey. College graduate age thirty. Pleasant voice and personality. Plays receptive music, good commercial news, sports. Past four years employed south, present employer two years doing evening show, which has top rating in audience area 400,000. Desires relocation east prior January first. Box 305C, B•T.

Radio announcer, light experience, desires position. Photo, resume sent on request. Box 322C, B•T.

Announcer, MC, 4 years experience all phases tv, desires greater opportunities in large market. Box 347C, B•T.

DJ-staff. Presently employed. Wish to relocate in northeast. Tape on request. Box 348C, B•T.

Eight year radio-tv sports commercial. Top play-by-play all sports. Top commercial job. Available immediately. Address all replies to Box 360C, B•T.

Negro, top southern r & b, DJ-announcer relocating. Available early 1957. Box 368C, B•T.

Career minded negro girl DJ, broadcasting graduate wants future. Very ambitious and personable. Tape. Photo. Box 377C, B•T.

DJ personality with sales appeal, available now. Go anywhere. Reliable. Ready. Box 380C, B•T.

Gal DJ, strong commercials, knows music, library work, typing. Go anywhere. Box 381C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Combo, 1st phone, 4 years experience. Permanent position desired. Box 386C, B•T.

Announcer, 6 months experience. Strong on commercials and news. Personality type DJ. Experienced in copywriting, servicing accounts and selling. Single, will locate anywhere. For tape and resume, write Fred Keslik, 927 Bayard Ave., St. Paul, Minnesota.

Announcer, 3 years experience. News, commercials, DJ, sports, adlib. Available immediately. Barry Pfeffer, 1973 Daly Avenue, Bronx, New York. DA 3-6851.

Technical

Presently chief engineer-announcer of 5000 watter. 12 years experience, college grad, prefer Texas or Louisiana, all replies considered. Box 346C, B•T.

Experienced engineer and program director available after 1st of year. 10 years experience in small radio. Box 361C, B•T.

Engineer—8 years experience, mostly chief. Like to locate in Colorado or midwest. Box 378C, B•T.

Director of engineering—extensive administrative engineering and operational experience with major network and smaller stations. Am and tv, including color. Graduate engineer. Box 387C, B•T.

Chief engineer—8 years experience. Formerly manager of engineering WBUF-NBC owned station. Ernest Rety, Phone Delaware 3962, Buffalo, New York.

Programming-Production, Others

Program director—outstanding kilowatt indie with top rating and excellent staff in 20,000 single station market seeking family man with comprehensive PD experience. Administrative and creative ability paramount. Box 319C, B•T.

10 years experience, college graduate—radio major, program and sports director; college—high school football, basketball, baseball. Combo work, special events, DJ, some tv. Past president Junior Chamber of Commerce, Quarterback Club, Commander DAV. Available after football season—first week December. Excellent references by employer-sponsors. Box 330C, B•T.

Experienced copywriter—idea man. Original, convincing. Married, dependable. Resume available. Box 338C, B•T.

Music director, conduct, arrange, perform, DJ; all media; part time N. Y.-Pa. area. Box 354C, B•T.

I'm happy where I am . . . but my supply exceeds the demand. If you need a quadrupal-threat production man with loads of experience . . . drop me a line and I'll give you the full story. Box 358C, B•T.

EXCLUSIVE SOUTHWEST STATIONS

$27,500

- Cultural Center. Senior College and Military Academy
- Active Military Installation
- Delightful year-round climate
- Single-station market
- $15,000 cash down

$40,000

- Heavily industrialized area
- Mammoth military activity
- Primary market 70,000
- Year-round playground, attracts millions annually
- $22,500 cash down

Information available to principals upon written request

RALPH J. ERWIN, BROKER

1443 South Trenton ★ ★ ★ Tulsa, Oklahoma

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

If yours is a sound operation, answer this ad to fill that program manager vacancy. Box 374C, B•T.

Sell more with production. Our service adds new voices, new ideas, more sales. Write for information. Production. Box 375C, B•T.

Apprenticeship over: News editor-reporter-announcer seeks permanent position anywhere. Four years metropolitan radio-tv, two years Europe. Journalism Degree. 31, married. Cal Holm, 2113 W. Lapham Street, Milwaukee. Tel.: EV 3-5833.

TELEVISION

Help Wanted

Staff being recruited for new vhf station in major Texas market. Box 278C, B•T.

Announcers

Announcer for major market New England network tv station. On-camera experience desired but not required. Excellent chance for advancement. Send tape, resume and photo. Box 265C, B•T.

The northeast's top uhf needs announcer. Must deliver good commercial both on and off-camera. Personal interview and audition essential. Box 273C, B•T.

Technical

Studio technical personnel for television and radio station in midwest metropolitan city. Very best of equipment, and excellent employee relationship. One of nation's top stations. State experience, education and provide a recent snapshot. Reply. Box 268C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Excellent opportunity for two tv transmitter engineers with Texas station. Box 279C, B•T.

Assistant chief engineer needed by Texas vhf station. Box 281C, B•T.

First class engineers, with and without experience—network vhf—southeast—top pay. Box 372C, B•T.

Need two tv transmitter and studio engineers with at least 1 year experience immediately for an expanding full power vhf station in Montana. Good pay. Send resume to chief engineer, KGVO-TV, Missoula, Montana.

Brand new vhf has openings for studio and transmitter engineers. Send complete resume to WYES-Television, W. S. Hart, C.E., 4920 Canal Street, New Orleans 19, Louisiana.

Programming-Production, Others

Tv production director for Texas station. Box 280C, B•T.

Tv director wanted midwest vhf full power, good market. Must have originality and know-how to direct studio remote and all phases tv directing. Apply immediately. Box 289C, B•T.

Ohio station needs traffic manager experienced in tv traffic. Good starting salary. Opportunity for advancement. Send resume to Box 320C, B•T.

Experienced cameraman for programming department large vhf affiliate. State salary requirements and send complete resume to Box 325C, B•T.

News director needed to supervise well established department. Mobile unit. Dark room facilities. Good radio set-up. Only experienced need apply. Send tape, complete info to Box 342C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Newsman who knows news, can handle movie and still cameras, do some on-camera newscasts. Journalism background preferred. Excellent opportunity for recent graduate. Midwest NBC full power vhf. Send photo, background. Box 359C, B•T.

Experienced television continuity writer. Must be creative. Forward television copy samples, plus complete resume and salary requirements to Operations Manager, KCSJ-TV, Pueblo, Colorado.

Wanted: Film director; capable of planning, writing, shooting, and editing educational films. College grad. Salary open. Job begins November 1. WKNO-TV, 268 Jefferson, Memphis, Tennessee.

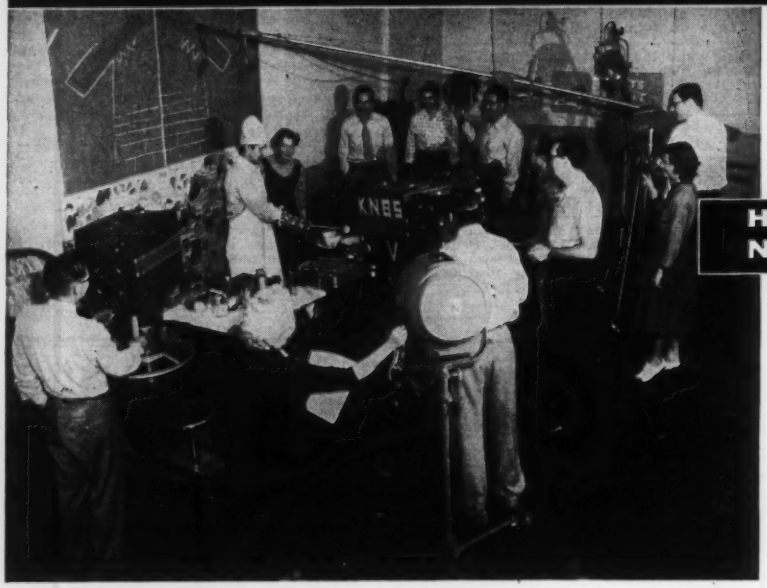
Situations Wanted

Managerial

Tv sales manager with ideas and drive 16 years broadcasting. Best references. Want stability, challenge and strong five figure income. I am proven producer. Ready family man, let's exchange information. Please write. Box 317C, B•T.

Experienced general manager, or sales manager, radio-tv. Young, aggressive, with outstanding sales record and excellent industry references. Have reorganized radio stations into profitable operations and constructed money making tv station. Am currently looking for challenging position where fine sales, organization and administrative experience can be utilized. Box 389C, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor... John Birrel... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS..... 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C..... 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Currently operating director-salesman southwest tv. Desires tv sales Florida or southeast. 4 years tv. Box 353C, B•T.

Announcers

Tv announcer. Experienced. Good on camera or mike. Network quality. $150 week. Box 274C, B•T.

Television-radio news-sports announcer. 3½ years "on-camera" television newscaster. Three years radio, play-by-play sports. Now employed Texas television-radio station. University graduate. Box 355C, B•T.

Programming-Production, Others

Newscaster and professional master of ceremonies. Experienced, well educated and recommended. Talent; not combo or disc jockey. Box 284C, B•T.

Combination man—announcing and engineering in TV (cameraman—audio-video-floor director) interested in announcing for radio also. Graduate of Pasadena Playhouse. Age 20. Box 323C, B•T.

Sharp, experienced PD, presently employed, considering homocide but will settle for new position either as PD or director. Married, family, steady. Rock bottom inducement $150.00 per week. Box 328C, B•T.

Producer-director-switcher. Experienced. Live show specialist. Married, exempt, 26. Box 334C, B•T.

Young woman experienced on-camera, production and administration desires immediate on-air, programming or promotion position northern vhf. Box 339C, B•T.

Young man, 3 years tv, 7 years radio, 2 years college, first phone, married, 3 children, age 30, desires position as operations manager with new or proposed tv station. Box 349C, B•T.

Television program manager available. Have assisted two stations on-the-air, one in a major market. Strong on creative programming, "live" production and administration. Background includes working as announcer, director, production manager, program director, operation manager. Age 32—married. Recommendations from all past employers plus other top television management people. Available for interview. Box 362C, B•T.

Young tv film producer, former director, newsman, wishes to exchange services in any phases of production or sales in return for modest salary, plus hours of live studio time and 1000 feet film and processing per week to develop own program ideas. Box 364C, B•T.

Girl Friday desires assistant directorship to write, produce, direct. Two years tv fundamentals. On-camera experience. Age 21. College background. Further details, references, snapshot on request. Box 365C, B•T.

Radio-tv program director nation's 17th market seeking new challenge. Radio—1940. Tv—1954. All opportunities considered. Box 370C, B•T.

FOR SALE

Stations

Mississippi 1000 watt daytime indie. Excellent farming section. Two station market of 20 thousand population. $10,000.00 cash and good terms on balance to responsible parties. No brokers. Box 286C, B•T.

Northeast single station market, $36,000—half cash. Must sell quick. Box 333C, B•T.

Major market station, south, $125,000, terms, to responsible parties. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Florida, pleasant community, good music station. Cash requirement approximately $50,000—balance payable over 9 years. Paul H. Chapman Company, 84 Peachtree, Atlanta.

California, $45,000, $20,000 down, single market; Carolinas, $60,000, $20,000 down, single market; Iowa-Illinois $200,000, $60,000 down; Iowa-Nebraska, $225,000, 29% down; Illinois-Indiana, $300,000, terms or cash; Northwest, $360,000, $40,000 down; Utah-Idaho, $275,000, $40,000 down, ten year lease, option to purchase; Colorado-Wyoming, $75,000, $35,000 down; Iowa, $65,000, $25,000 down; Wisconsin, $60,000, 29% down; Minnesota, $250,000, terms; Minnesota, $75,000, $35,000 down; 45 hotels, $400,000 cash, assume long term mortgage; Recording Studio, East, write for detail; The Norman Company, 510 Security Bldg., Davenport, Iowa.

FOR SALE—(Cont'd)

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

Microwave system—RCA 0.1 watt complete, handles color and audio, good condition. Write 118C, B•T.

Will trade Hammond electric organ, console model CV with separate DR-20 speaker in A number one condition for studio equipment. Need two three-speed turntables and some type of console. Will sell organ if desired. Phone or write M. E. Danbom, KTBB, Tyler, Texas.

RCA phasor and antenna terminal equipment for three tower directional array. Available about January 1, 1957. RCA-WA-3A grating generator, composite genlock. Make offer. WHIO-TV, Dayton, Ohio.

Auxiliary power system for immediate sale. Station just installed commercial power. Have two 55 kw, 220V, 3 phase, diesel sets with less than one year service. Excellent condition. Sell one. Write WPTZ, Plattsburg, New York. Phone 3070.

688' guyed 40 lb. windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1612, Muskogee, Oklahoma.

Microwave relay system, Raytheon KTR-100A for color or black and white video and audio. Complete system including transmitter, receiver, dishes, feeds, cables, etc. Price $5,900.00. Will tune to frequency if desired and guarantee performance specifications. Also have tripods and spares. Write for complete list. Inter-State Communications Co., 845 Chicago Avenue, Evanston, Illinois. Phone: DAvis 8-4800.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, '57 autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Grant, Denver. AM 6-2397.

Magnecord PT6BAHN (binaural-mfrs. new equipment warranty) $614.50. Presto recording equipment—used—good condition. 2—88A amplifiers, 50 watts, each $75.00. 2 8N turntables mounted in 12A table, equipped with 1-C cutters, both $500. 1—K-10 recorder—$150.00. All prices subject to prior sale F.O.B., Washington, D. C. U.S. Recording Co., 1121 Vermont Avenue, N.W., Washington 5, D. C.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 326C, B•T.

Equipment

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether crated, condition. Box 261C, B•T.

5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 327C, B•T.

Wanted: RCA BTF 10-B 10 kw fm transmitter. Advise price, terms and easiest delivery. Box 379C, B•T.

Used 3 speed turntables. Gray 108B pickup arms. State condition and price. Bill Weaver, KGFF, Shawnee, Oklahoma.

Wanted-Minitape M5-A recorder. WAUX, Waukesha, Wisconsin.

Programs

For sale: Original television program ideas. Unusual, exciting and diversified. Box 371C, B•T.

Robert Dillon, originator and producer of "Whereabouts Unknown" since 1934, has available for television the following program series: "The Key," "The Treasure of Lobo Mountain," "The Trap," "The Empty Chance." For information contact Lou Snitzer-Al Fritschi, Inc., Artists Managers, 6404 Hollywood Blvd., Hollywood, California. Phone: HOllywood 9-6271.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

FCC first phone license tutoring. Concentrated speed course. Monty Koffer, 743 Hendrix Street, Brooklyn, N. Y. Phone, 4-6 p.m., CL 7-1366.

RADIO

Help Wanted

ATTENTION

RADIO VETERANS

We have immediate openings for the following positions in Pensacola and Melbourne, Florida:

3 Commercial Announcers

4 Energetic Salesmen

(Must be self-starter—No dead heads—Please! Present salesmen making in excess of $7,500)

2 Continuity Writers

Send resume, salary expected to

Vern King Enterprises

Box 353 Melbourne, Fla.

Announcers

RADIO AND TELEVISION ANNOUNCER

Excellent opportunity for experienced announcer to do Radio DJ Show and TV announcing. Must be strong top personality that can sell. Send 15 minute tape of DJ . . . News . . . and Commercials. Enclose photo. Opportunity to make real money. Please state salary requirements. Top Midwestern Radio and TV Station.

Box 367C, B•T

Wanted immediately by one of the fastest growing stations of the Bartell Group—man with first phone — accent on voice and copywriting. Excellent opportunity for advancement and an assured future with one of America's leading group of broadcasters. Send resume and tape to BARTELL BROADCASTERS, 522 W. Wisconsin Avenue, Milwaukee, Wisconsin. All tapes returned promptly.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted

Middlewest radio station has position of News Director available. This is key position with salary accordingly. Please send full information with photograph and tape audition.

Box 373, B•T

NEWS DIRECTOR WANTED

Top-flight radio-TV news department in midwest major market needs an experienced aggressive news director. Must have executive ability and be thoroughly experienced in local reporting and writing. Local TV newsreel experience helpful. Salary open. Top character, and business references required. Tell your complete story in first letter. Attach small photo. Confidential.

Box 384C, B•T

Situations Wanted

Announcers

NUT CRACKER LOOKING

for tough early morning nut to crack, in East. Have other heavy commercial properties, too. Tape, background on request.

Box 324C, B•T

TELEVISION

Help Wanted

Announcers

TV ANNOUNCER

Southwest VHF needs versatile announcer. General commercial and booth duties, plus news and weather. Consider experienced radio announcer seeking TV opportunity. Send tape or disc, photo, salary expected and all details. Box 335C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

REAL OPPORTUNITY

We are adding to our staff. Here is a real opportunity for 2 experienced TV announcers. Good showmanship, plus on-camera sales ability—**A Must.** Can offer good talent, plus excellent base, paid vacations, share in profits plan, hospitalization and other benefits.

Call, write or wire
Ben Greer
Telephone 7-7787
WJBF
Augusta, Georgia

Situations Wanted

Managerial

PROGRAM MANAGER

With sales savvy. Excellent administrator, top program producer, six years TV experience. For photo, resume, write

Box 388C, B•T

Announcers

SPORTSCASTER-MC

Award winning TV play-by-play of all sports. Highest rated daily tv sportscast in major market. Polished MC of variety and audience participation shows. Eight years on-camera experience.

Box 383C, B•T

Technical

AVAILABLE

Director of Engineering. Desire to relocate after 20 years as Chief Engineer-Operations Director in metropolitan area. Have planned and installed two VHF stations plus four radio stations. Familiar with installation, operation, maintenance of TV and radio, including color. Experienced in employee relations and labor negotiations. Well known in field, including FCC.

Box 382C, B•T

Programming-Production, Others

TV PROGRAM MANAGER

TV Program Manager seeking change. Skilled in both large and small station operation. Rich production background. Experienced film buyer. Top references. Inquiries kept strictly confidential.

Box 385C, B•T

FOR SALE

Equipment

RANGERTONE

One new Rangertone synchronous type recorder console for sale. Terms will be given. Write to

Box 363C, B•T

PROMOTE YOUR BUSINESS—EARN EXTRA THOUSANDS
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For sale, TV Antenna RCA type TF-6AH, Channel 12. Also, 480 feet of 3⅛ inch transmission line type MI-19113-B1. Available immediately. Call or write Morris Barton, Chief Engineer, KSLA-TV, Shreveport, Louisiana.

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Paul Baron, Director Radio-TV-Flm-Adv.
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No advance registration fees.
Resumes invited from qualified people.

Continued from page 106

Renewal of SCA

KSJO-FM San Jose, Calif.

REMOTE CONTROL

WSIP Paintsville, Ky.

October 26 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Post Pub. Co., Boston, Mass.—Granted petition to dismiss its application for new tv station on ch. 5; counsel for all other parties to ch. 5 proceeding, Boston, have consented to grant of petition. Action Oct. 24.

By Hearing Examiner Elizabeth C. Smith

Babylon, N. Y.—Upon oral motion of counsel for **WGLI Inc.**, Babylon, ordered that further hearing will be held on its am application at 2 p.m., Nov. 2. Action Oct. 25.

By Hearing Examiner Annie Neal Huntting

The Enterprise Co., Beaumont, Tex.—Request for *subpena duces tecum* and supplement thereto, filed on Oct. 15 and 16, in ch. 6 proceeding, Beaumont, was denied without prejudice to filing of subsequent request, at some later stage in hearing, when particular documents and facts expected to be proved thereby can be specified. Action Oct. 25.

By Hearing Examiner Thomas H. Donahue

Lafayette, Crawfordsville, Ind. — Pursuant to agreement of all participants, ordered that hearing is continued from Oct. 25 to Nov. 19, re am applications of **J. E. Willis**, Lafayette and **Crawfordsville Bcstrs. Inc.**, Crawfordsville, issued memorandum of prehearing conference indicating following calendar agreed upon: Nov. 5, exchange of exhibits; Nov. 13, further conference; Nov. 19, date of hearing (same proceeding). Action Oct. 24.

By Chief Hearing Examiner James D. Cunningham

South Georgia Bcstg. Co., Fitzgerald, Ga.; **WBHB Fitzgerald** — Granted petition of South Georgia for dismissal without prejudice of its am application and am application of Ben Hill (WBHB) is returned to processing line. Action Oct. 24.

October 29 Applications

ACCEPTED FOR FILING

Modification of Cp

WKTF Warrenton, Va.—Seeks mod. of cp to extend completion date.

KBST-TV Big Spring, Tex.—Seeks mod. of cp to extend completion date to 5-5-57.

WITN (TV) Washington, N. C.—Seeks mod. of cp to extend completion date to 5-26-57.

WSBA-TV York, Pa.—Seeks mod. of cp to extend completion date to 5-22-57.

Renewal of License Amended

KRAM Las Vegas, Nev.—Application seeking renewal of license amended to change name to Drake Motel Corp.

October 30 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Sepia Bcstg. Co., Little Rock, Ark.; **Broadcast Bureau**—Granted Sepia petition for acceptance of written appearance filed late in am proceeding on its application and that of **Radio Pine Bluff**, Pine Bluff, Ark., and denied Broadcast Bureau motion to dismiss petitioner's application. Action Oct. 25.

John Jack Bentley, Stanton, Tex.; **Great Western Radio Co.**, Midland, Tex.—Granted Bentley request for dismissal of his am application, and granted petition of Great Western to remove its am application from hearing and return it to the processing line; proceedings terminated. Action Oct. 25.

Pine Bluff, Ark.—On Examiner's own motion, ordered that hearing conference of all counsel will be held on Nov. 15, at 1:30 p.m., in proceeding on am applications of B. J. Parrish, Pine Bluff, et al. Action Oct. 26.

By Hearing Examiner Elizabeth C. Smith

Pine Bluff, Little Rock, Ark.—Issued order setting prehearing conference on Nov. 7, in proceeding on am applications of Sepia Bcstg. Co., Little Rock, and Radio Pine Bluff, Pine Bluff. Action Oct. 26.

Radio Newark, Inc., Newark, N. Y.—Granted motion for continuance without date time for exchange of exhibits, further pre-hearing conference and commencement of hearing in order to afford applicants opportunity to pursue possibilities of consolidating their am applications. Action Oct. 26.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of October 26

KHEP Phoenix, Ariz.—Granted license for am broadcast station; condition.

WMFC Monroeville, Ala.—Granted license covering change facilities and install new trans.

WSGA Savannah, Ga.—Granted authority to operate trans. by remote control.

WTBF Troy, Ala.—Granted extension of completion date to 1-15-57, conditions.

Actions of October 25

WFBC-TV Greenville, S. C.—Granted license for tv broadcast station (ch. 4); ERP 100 kw vis.; 50 kw aur.

KCMS-FM Manitou Springs, Colo.—Granted application for SCA to replace expired BSCA-1. Multiplex basis.

KWWL-TV Waterloo, Iowa—Granted mod. of cp to change aur. ERP to 221 kw, change studio location, waived Sect. 3.613 of the Rules, change type ant. and make other equipment changes, ant. 1,130 ft.

Following were granted extensions of completion dates as shown: **KQUE Albuquerque, N. M.**, to 12-16, conditions; **WKYT (TV) Owensboro, Ky.**, to 4-15-57; **WABD (TV) New York, N. Y.**, to 2-12-57; **KPLC-TV Lake Charles, La.**, to 5-14-57; **WBIR-TV Knoxville, Tenn.**, to 5-1-57; **KFSA-TV Fort Smith, Ark.**, to 3-15-57; **WJBK-TV** (main and aux. trans. and ant.) **Detroit, Mich.**, to 5-14-57; **KOSA-TV Odessa, Tex.**, to 5-16-57; **WFMJ-TV Youngstown, Ohio**, to 5-13-57; **KSHO-TV** (main trans. and ant.) **Las Vegas, Nev.**, to 4-1-57.

Actions of October 24

KRIS-TV Corpus Christi, Tex.—Granted mod. of cp to change aur. ERP to 26.9 kw, change type trans., and studio location, ant. 651 ft.

WSIP Paintsville, Ky.—Granted authority to operate trans. by remote control.

WLEO Ponce, P. R.—Granted extension of completion date to 12-16.

Actions of October 23

WABC-TV New York, N. Y.—Granted licenses for tv broadcast station (ch. 7).

WSUN-TV St. Petersburg, Fla.—Granted license for tv broadcast station (ch. 3).

KATV (TV) Pine Bluff, Ark.—Granted license for tv broadcast station (ch. 7).

KOPO-TV Tucson, Ariz.—Granted license for tv broadcast station (ch. 13); ERP 30 kw vis., 15 kw aur.

WSJS-TV Winston-Salem, N. C.—Granted license for tv broadcast station (ch. 12); ERP 316 kw vis., 195 kw aur.

KFBB-TV Great Falls, Mont.—Granted license for tv broadcast station (ch. 5).

KTTV (TV) (main trans. and ant.) **Los Angeles, Calif.**—Granted license covering changes in facilities of tv broadcast station.

WXIX (TV) Milwaukee, Wis.—Granted license for tv broadcast station (ch. 19), specify studio location; installation of aux. ant. at main trans. site and specify studio location as main trans. and ant.

KRLD-TV Dallas, Tex.—Granted license covering changes in facilities of tv broadcast station.

WALY Herkimer, N. Y.—Granted license for am broadcast station.

WMMH Marshall, N. C.—Granted license for am broadcast station and specify studio location; condition.

WDOS Oneonta, N. Y.—Granted license covering change in facilities, installation of new trans., change in ant.-trans. location and erect new ant. (increase height).

WEBB Baltimore, Md.—Granted mod. of cp to make changes in DA system.

WKBI St. Marys, Pa.—Granted mod. of cp to make changes in ant. system; condition.

Following were granted extensions of completion dates as shown: **WHTN-TV Huntington, W. Va.**, to 3-1-57; **WNMP Evanston, Ill.**, to 1-23-57; **WOKY Milwaukee, Wis.**, to 12-14.

Actions of October 22

KRCG Jefferson City, Mo.—Granted mod. of cp to change type trans. and install DA system (ant. 659 ft).

Following were granted extensions of completion dates as shown: **WGBI-TV Scranton, Pa.**, to 5-1-57; **WTOV-TV Norfolk, Va.**, to 4-16-57; **KOAT-TV Albuquerque, N. M.**, to 4-1-57.

October 30 Applications

ACCEPTED FOR FILING

Modification of Cp

WMBR-TV Jacksonville, Fla.—Seeks mod. of cp to extend completion date to 1-7-57.

SCA

WNAC-FM Boston, Mass.

REMOTE CONTROL

WSGA Savannah, Ga.

October 31 Applications

ACCEPTED FOR FILING

Modification of Cp

WTTG (TV) Washington, D. C.—Seeks mod. of cp (which authorized changes in facilities of existing tv) to extend completion date to 3-13-57.

WAIQ (TV) Andalusia, Ala.—Seeks mod. of cp (non-commercial educational tv) to extend completion date to 5-1-57.

UPCOMING

NOVEMBER

Nov. 8: New Jersey Broadcasters Assn., annual meeting, Hotel Hildebrecht, Trenton.

Nov. 9: Minnesota Assn. of Broadcasters, Minneapolis.

Nov. 9: Calif. State Radio-Tv Broadcasters' Assn., annual convention, Hotel Clift, San Francisco.

Nov. 9-10: Country & Western Disk Jockey Convention, Nashville, Tenn.

Nov. 11-12: Texas Assn. of Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 14: Maine Radio & Television Broadcasters Assn., August House, Augusta.

Nov. 15-17: Radio-Tv News Directors' Assn., annual convention, Milwaukee.

Nov. 16: Arizona Broadcasters Assn., Santa Rita Hotel, Tucson.

Nov. 16-17: Oregon State Broadcasters Assn., Salem.

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

Nov. 29: Advertising Research Foundation, 2d annual conference, Hotel Ambassador, New York.

Nov. 29-Dec. 1: Florida Assn. of Broadcasters, Langford Hotel, Winter Park.

JANUARY

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

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- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
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- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Radio: Meal-Ticket Medium

RADIO is "a terrific advertising weapon . . ." "Radio belongs . . ." Radio is "our life blood . . ."

These random quotes come from no partisan tract (though they should be put into one). They are not the words, even, of men whose job is to sell radio.

To the contrary, these banners are waved by as coldly objective a group of men as ever laid one medium beside another and probed the comparative merits of each. They are men whose job is to move goods, move them fast and move them often—by whatever form of advertising will do the work most efficiently.

These quotes, and many more like them, come from advertisers who addressed the second annual national radio advertising clinic, conducted last week by the Radio Advertising Bureau. The day-and-a-half clinic was literally a succession of success stories. Radio's ability to reach more and sell more was documented time and again—as, indeed, happens every day in actual advertising practice.

It is no secret that advertisers have begun to "re-discover" radio's advertising force. But much "discovery" remains to be done. RAB must be commended for helping to spread the enthusiasm by assembling, in a single forum, a diverse group of advertisers who all know—whose sales charts prove they know—that radio when rightly used is still the meal-ticket medium of modern advertising.

Study in Antitrust Contrasts

LAST WEEK, from separate rostrums, two federal officials expounded their philosophies of monopoly control as it might apply to television. Because they are poles apart, their expressions provide an illuminating and important study in antitrust contrasts.

FCC Comr. John C. Doerfer, in an address before the Broadcast Advertising Club of Chicago, admonished Congress and the Commission to move warily before labeling any broadcaster as a criminal upon either rumor or ill-considered interpretation of anti-monopoly laws. His was a studied, judicial approach to a problem on which he and his fellow commissioners eventually must sit in judgment. He had made similar comments the week before at the NARTB regional meeting in Birmingham [B•T, Oct. 29].

Rep. Emanuel Celler (D.-N. Y.), in an appearance on *College Press Conference* (ABC-TV 4-4:30 p.m. Oct. 28), alternately heaped vituperation and praise on television networks and took more pot-shots at Broadcast Music Inc. in a sort of "what-did-he-say?" repeat of his 10 days of hearings last August at the Foley Square Courthouse in New York. You can read about it elsewhere in this issue.

Congress has appropriated $220,000 for a network monopoly study by the FCC. A special staff has been at work on the study for more than a year and will submit its report by next June 30. Mr. Celler is either oblivious to this or doesn't care how the taxpayers' money is wasted. His investigations have covered largely the same ground, if with less thoroughness.

Mr. Celler's investigation of the music licensing field is similarly a tourist's junket into an area where all the exploring has been done. The Justice Dept. has carefully watched both BMI and ASCAP for years, and only ASCAP has run afoul of the law in that time.

Unwittingly or not, Mr. Celler was used by the ASCAP songwriters to advance their campaign against BMI. Most of the charges they made had been discredited before their appearances at the Celler hearings in New York. Those which were advanced for the first time were discredited almost at once by rebuttal testimony and statements.

Yet, Mr. Celler persists in speaking of the ASCAP testimony as though it were fact and in ignoring the much more persuasive statements which BMI and others introduced to dispute it.

Mr. Celler's loose talk of a BMI "monopoly" is demolished by the record itself. The facts show BMI to be a pygmy, both in income and in the use of its music, by comparison with ASCAP. The Celler proceedings also proved that ASCAP leads BMI in another department—press agentry. By artful publicity ASCAP has made a lasting impression with its charges.

Both Rep. Celler and Comr. Doerfer, as public officials, are responsible to the public. Mr. Doerfer states that until the charges of unfair trade practices were made, "John Q. Public appeared to be

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Little Norval Doe of 1676 Walnut will be mighty happy to know he's winner of this week's puppy contest!"

'A Most Happy Fellow' " and "had not made known his dissatisfaction, if any (regarding tv), to me." Mr. Celler as far as we know, has never mentioned complaints from the public. Nor could he when his constituents live in one of the two metropolitan areas which have the most and the widest variety of television service in the world.

IN HIS *College Press Conference* appearance, Mr. Celler said this publication was "supported by broadcasters"; for that reason "they [this magazine] know on what side their bread is buttered and they're prejudiced, extremely so. And their reflection of the entire industry is one tissue of prejudice and falsities."

We eagerly admit to prejudice (but not to falsities) on behalf of broadcasting. And circumstances quite apart from Mr. Celler's personal attacks on us have forced us to acquire a distinct prejudice against him. We expect that these prejudices will be apparent on our editorial page, though we shall make every effort to suppress them in our news columns.

Interrogation Point

THE Census Bureau is thinking of eliminating from its 1960 census the question as to whether there is a radio set in the home.

We agree that the question should be eliminated. Radio set ownership is so nearly universal that the question is now academic.

But the Census Bureau would perform a real service if it dug a little deeper into the distribution of radio. It should inquire into the number of sets per home, including portables, and the number of sets outside the home—in automobiles, on tractors, in pleasure boats (of which there are now a substantial number).

This would make the radio section of the census investigation no more complicated than it has been in the past and would provide information of basic value not only to radio but to advertisers and—of most importance to the Census Bureau—to those in charge of the nation's communications system in time of national emergency.

Job for NARTB

NINE manufacturing concerns are defending themselves against Federal Trade Commission charges that they violated fair trade laws in using radio-tv merchandising plans.

We don't pretend to judge the legal merits of this case, but we do think that the defense should be spirited and earnest. Radio and television will be shirking an obligation if they fail to join the manufacturers in presenting their case.

Would this not be an appropriate issue on which the NARTB could take a stand? It seems basic to us that broadcasters, through their trade association, should defend a widespread operational practice whether individually they happen to offer merchandising services or not.

Why KPRC-TV Has Houston's Largest News Staff

Houston people possess an unsurpassed thirst for news. To meet this demand, KPRC-TV has built Houston's only complete TV news service. National and regional news rolls in over five AP wires. A live-wire newsreel staff affords fast, first-hand blanket coverage of local events, backstopped by on-the-spot reporters who edit all news for Houston appeal. No wonder Houstonians look to KPRC-TV *first for news.*

KPRC-TV
HOUSTON
CHANNEL 2

JACK HARRIS, Vice President and General Manager

JACK McGREW, National Sales Manager

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